

# SPA THERAPY

NSQF LEVEL - 3.5

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## TRADE THEORY

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SECTOR: BEAUTY & WELLNESS

(As per revised syllabus 2023 - 1200Hrs)



Directorate General of Training

DIRECTORATE GENERAL OF TRAINING  
MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP  
GOVERNMENT OF INDIA



**NATIONAL INSTRUCTIONAL  
MEDIA INSTITUTE, CHENNAI**

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Post Box No. 3142, CTI Campus, Guindy, Chennai - 600 032

**Sector : Beauty & Wellness**

**Duration : 1 Year**

**Trade : SPA Therapy - Trade Theory - (NSQF Level - 3.5) (Revised 2023)**

**Developed & Printed by**



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## FOREWORD

The Government of India has set an ambitious target of imparting skills to 30 crores people, one out of every four Indians, to help them secure jobs as part of the National Skills Development Policy. Industrial Training Institutes (ITIs) play a vital role in this process especially in terms of providing skilled manpower. Keeping this in mind, and for providing the current industry relevant skill training to Trainees, ITI syllabus has been recently updated with the help of Media Development Committee members of various stakeholders viz. Industries, Entrepreneurs, Academicians and representatives from ITIs.

The National Instructional Media Institute (NIMI), Chennai, has now come up with instructional material to suit the revised curriculum for **SPA Therapy Trade Theory in Beauty & Wellness Sector** under **Yearly Pattern**. The NSQF Level - 3.5 (Revised 2023) Trade Theory will help the trainees to get an international equivalency standard where their skill proficiency and competency will be duly recognized across the globe and this will also increase the scope of recognition of prior learning. NSQF Level - 3.5 (Revised 2023) trainees will also get the opportunities to promote life long learning and skill development. I have no doubt that with NSQF Level - 3.5 (Revised 2023) the trainers and trainees of ITIs, and all stakeholders will derive maximum benefits from these Instructional Media Packages IMPs and that NIMI's effort will go a long way in improving the quality of Vocational training in the country.

The Director General, Executive Director & Staff of NIMI and members of Media Development Committee deserve appreciation for their contribution in bringing out this publication.

Jai Hind

**ATUL KUMAR TIWARI, I.A.S**

Secretary

Ministry of Skill Development & Entrepreneurship,  
Government of India.

March 2025  
New Delhi - 110 001

## PREFACE

The National Instructional Media Institute (NIMI) was established in 1986 at Chennai by then Directorate General of Employment and Training (D.G.E & T), Ministry of Labour and Employment, (now under Ministry of Skill Development and Entrepreneurship) Government of India, with technical assistance from the Govt. of the Federal Republic of Germany. The prime objective of this institute is to develop and provide instructional materials for various trades as per the prescribed syllabi under the Craftsman and Apprenticeship Training Schemes.

The instructional materials are created keeping in mind, the main objective of Vocational Training under NCVET/NAC in India, which is to help an individual to master skills to do a job. The instructional materials are generated in the form of Instructional Media Packages (IMPs). An IMP consists of Theory book, Practical book, Test and Assignment book, Instructor Guide, Audio Visual Aid (Wall charts and Transparencies) and other support materials.

The trade practical book consists of series of exercises to be completed by the trainees in the workshop. These exercises are designed to ensure that all the skills in the prescribed syllabus are covered. The trade theory book provides related theoretical knowledge required to enable the trainee to do a job. The test and assignments will enable the instructor to give assignments for the evaluation of the performance of a trainee. The wall charts and transparencies are unique, as they not only help the instructor to effectively present a topic but also help him to assess the trainee's understanding. The instructor guide enables the instructor to plan his schedule of instruction, plan the raw material requirements, day to day lessons and demonstrations.

In order to perform the skills in a productive manner instructional videos are embedded in QR code of the exercise in this instructional material so as to integrate the skill learning with the procedural practical steps given in the exercise. The instructional videos will improve the quality of standard on practical training and will motivate the trainees to focus and perform the skill seamlessly.

IMPs also deals with the complex skills required to be developed for effective team work. Necessary care has also been taken to include important skill areas of allied trades as prescribed in the syllabus.

The availability of a complete Instructional Media Package in an institute helps both the trainer and management to impart effective training.

The IMPs are the outcome of collective efforts of the staff members of NIMI and the members of the Media Development Committees specially drawn from Public and Private sector industries, various training institutes under the Directorate General of Training (DGT), Government and Private ITIs.

NIMI would like to take this opportunity to convey sincere thanks to the Directors of Employment & Training of various State Governments, Training Departments of Industries both in the Public and Private sectors, Officers of DGT and DGT field institutes, proof readers, individual media developers and coordinators, but for whose active support NIMI would not have been able to bring out this materials.

Chennai - 600 032

EXECUTIVE DIRECTOR

## ACKNOWLEDGEMENT

National Instructional Media Institute (NIMI) sincerely acknowledges with thanks for the co-operation and contribution extended by the following Media Developers and their sponsoring organisations to bring out this Instructional Material (**Trade Theory**) for the trade of **SPA Therapy NSQF Level - 3.5 (Revised 2023)** under **Beauty & Wellness** Sector for ITIs.

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NIMI records its appreciation of the Data Entry, CAD, DTP Operators for their excellent and devoted services in the process of development of this Instructional Material.

NIMI also acknowledges with thanks, the invaluable efforts rendered by all other staff who have contributed for the development of this Instructional Material.

NIMI is grateful to all others who have directly or indirectly helped in developing this IMP.

# INTRODUCTION

## TRADE PRACTICAL

The trade practical manual is intended to be used in practical workshop. It consists of a series of practical exercises to be completed by the trainees during the course of the **SPA Therapy** trade supplemented and supported by instructions/ informations to assist in performing the exercises. These exercises are designed to ensure that all the skills in compliance with NSQF Level - 3.5 (Revised 2023) syllabus are covered.

The manual is divided into Ten modules

Module 1	<b>Personality and Behavioral Skills</b>
Module 2	<b>Human Body System</b>
Module 3	<b>Holistic Massages &amp; Hydrotherapy</b>
Module 4	<b>Facial Treatment</b>
Module 5	<b>Reflexology, Full Body Scrub and Wraps</b>
Module 6	<b>Spa Product and Sales</b>
Module 7	<b>IT Literacy</b>
Module 8	<b>Ayurveda, Aromatherapy and Thai Massage</b>
Module 9	<b>Stone Therapy, Shirodhara, Potli Massage</b>
Module 10	<b>Advanced Facial Treatment, Udwartanam, Pizhichil, Kizhi Massage</b>

The skill training in the shop floor is planned through a series of practical exercises centred around some practical project. However, there are few instances where the individual exercise does not form a part of project.

While developing the practical manual a sincere effort was made to prepare each exercise which will be easy to understand and carry out even by below average trainee. However the development team accept that there is a scope for further improvement. NIMI looks forward to the suggestions from the experienced training faculty for improving the manual.

## TRADE THEORY

The manual of trade theory consists of theoretical information for the two years course of the **SPA Therapy in Beauty & Wellness sector**. The contents are sequenced according to the practical exercise contained in the manual on Trade Theory. Attempt has been made to relate the theoretical aspects with the skill covered in each exercise to the extent possible. This co-relation is maintained to help the trainees to develop the perceptual capabilities for performing the skills.

The trade theory has to be taught and learnt along with the corresponding exercise contained in the manual on trade practical. The indications about the corresponding practical exercises are given in every sheet of this manual.

It will be preferable to teach/learn the trade theory connected to each exercise at least one class before performing the related skills in the shop floor. The trade theory is to be treated as an integrated part of each exercise.

The material is not for the purpose of self learning and should be considered as supplementary to class room instruction.

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# LEARNING OUTCOME

On completion of this book you shall be able to

S.No.	Learning Outcome	Ref. Ex.No.
1	Develop personality and behavioral skills to take SPA as a career goal following safety precautions. (Mapped NOS: BWS/N9003)	1.1.01 - 1.1.11
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4	Perform techniques of applying various forms of hydrotherapy related to all modalities. (Mapped NOS: BWS/N1002)	1.3.19 - 1.3.23
5	Carry out skin diagnosis using mapping techniques and techniques to suit your client's requirements. (Mapped NOS: BWS/N1002)	1.4.24 - 1.4.30
6	Identify the body layers and their relation to function and properties, determine depth of pressure. (Mapped NOS: BWS/N1002)	1.4.31 - 1.4.35
7	Rely on the reflexes map of the feet and hands to all the internal organs and other human body parts. (Mapped NOS: BWS/N1002)	1.5.36 - 1.5.39
8	Perform various full body scrub and wraps with its benefits. (Mapped NOS: BWS/N1002)	1.5.40 - 1.5.43
9	Identify, select and apply the Spa product and sales according to skin type. (Mapped NOS: BWS/N1002)	1.6.44 - 1.6.49
10	Develop skill dealing with different SPA therapies. (Mapped NOS: BWS/N1002)	1.6.50
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16	Develop and apply the skill on stone therapy. (Mapped NOS: BWS/N1002)	1.9.80 - 1.9.86
17	Develop and apply the skill on Shirodhara Massage. (Mapped NOS: BWS/N9402)	1.9.87 - 1.9.93
18	Develop and apply the skill on Potli Massage. (Mapped NOS: BWS/N9403)	1.9.94 - 1.9.100
19	Carry out facial treatment for dry and oily skin. (Mapped NOS: BWS/N9404)	1.10.101 - 1.10.105
20	Develop and apply the skill on Udwartanam Massage. (Mapped NOS: BWS/N9405)	1.10.106 - 1.10.109
21	Develop and apply the skill on Pizhichil Massage. (Mapped NOS: BWS/N9406)	1.10.110 - 1.10.113
22	Develop and apply the skill on Kizhi massage. (Mapped NOS: BWS/N9407)	1.10.114 - 1.10.117

## First aid and recoveries of different types of injuries

**Objectives:** At the end of this lesson you shall be able to

- state the purpose of first aid
- state the recovery procedures of different types of injuries
- narrate self - protection.

First aid is defined as the immediate care and support, given to the acutely injured or ill person, primarily to save a life, prevent further deterioration or injury, plan to shift the victim to safer places, provide best possible comfort and finally help them to reach the medical centre/hospital through all available means. It is an immediate life-saving procedure using all resources available within reach.

### Purpose of first aid

- To sustain life
- To prevent suffering
- To prevent secondary complications
- To promote speedy recovery
- To prepare for further medical treatment

Each separate work site or shop should have a fully stocked first aid kit available for injuries or emergencies. First aid will be regularly inspected to ensure they are adequately stocked with consumables and equipment.

### Identification and recoveries of different types of injuries

#### a First Aid for burn (Fig 1)

- 1 Help the person to lie down horizontally on the floor.
- 2 Do not allow the injured area to come into direct contact with the ground.
- 3 Pour cold water on the burn for a minimum of 10 minutes, but at the same time, an arrangement of transport for taking the casualty to the hospital should be made.
- 4 Continue cooling the affected area until the pain is relieved.
- 5 Gently remove any ring, watch, belt, and shoes before the tissues begin to swell. Carefully remove burnt clothing if it is not sticking to the skin.

Fig 1



- 6 Cover the injured area with a sterile dressing to protect it from infection.
- 7 Gather and record details of the injury. Record the level of response, pulse, and breathing carefully. While waiting for the help to arrive, keep reassuring the casualty.

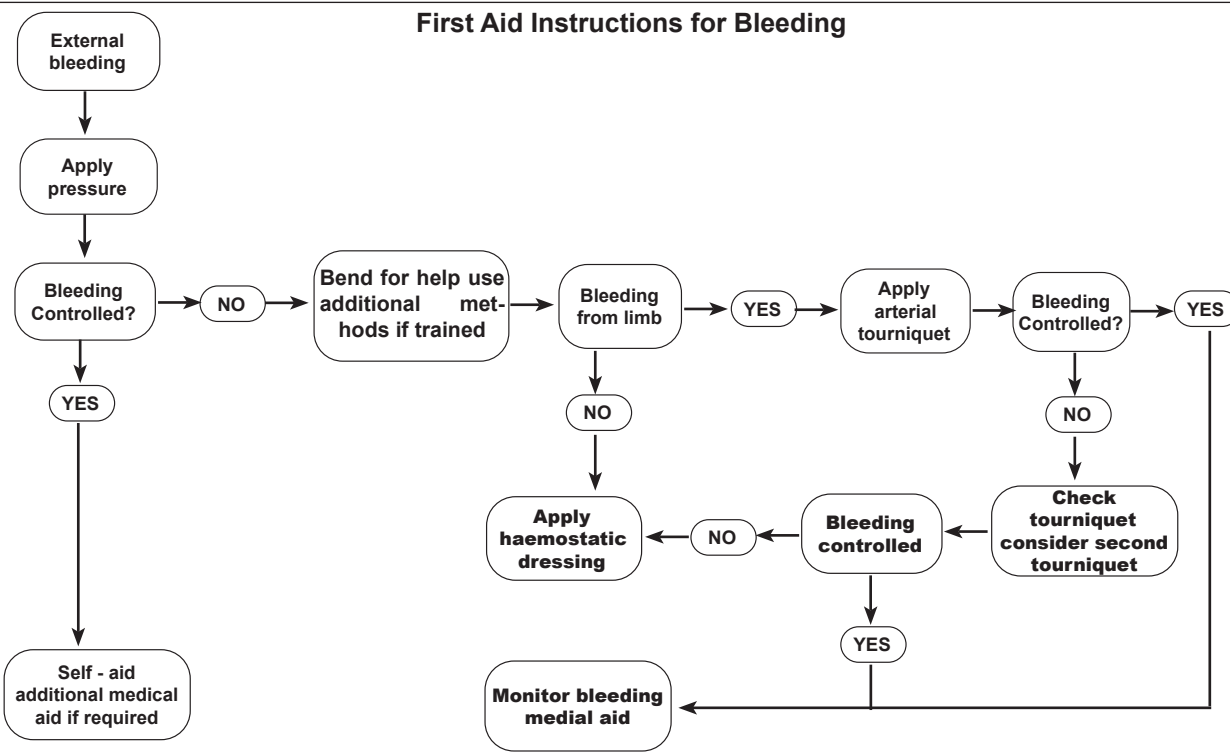
In case of a burn of the face, please do not cover the injury because it may cause discomfort to the victim. Keep cooling the area till the doctor arrives.

#### b First Aid for bleeding (Fig 2)

- 1 Clean the cuts with cotton balls and apply the antiseptic cream for minor cuts. Apply the bandage according to the size of the wound or cuts caused.

Fig 2

### First Aid Instructions for Bleeding



- 2 In case of a deep cut, to avoid further bleeding, raise the cut part, wash with some antiseptic lotions, apply some antiseptic cream, cover the wound with cotton wool and tie tightly with some bandage.
- 3 When tissues become injured under the skin, blood vessels break, and blood oozes out into the surrounding area. The affected area becomes dark and creates bluish-black marks. These are called bruises. In such cases, the application of ice packs is useful to discolour and remove the swelling.

### c First Aid for fractures (Fig 3)

- 1 Lay down the person comfortably on the ground and try to comfort the initial shock.
- 2 Support the injured part immediately so that no movements occur.
- 3 Do not handle the fracture unnecessarily.
- 4 Never attempt to bring the bones to a normal position or reduce the fracture. Give support to a fractured part with sticks and bandages and take the injured person to a nearby hospital.

Fig 3

**1** Try to maintain the patient still and composed. Prevent Unnecessary movement arising out of anxiety or fear. Do not move the victim unless he is in danger

**4** The broken bone can be immobilised with either a splint or string. Roll of newspaper or strips of wood can be used. It is important to immobilise the area both above and below.

**Splint**  
A splint helps to immobilise the bone before professional medical attention can take over



**Sling**  
A sling can help stabilise an arm that is broken



**2** Examine the person closely for the presence of other injuries and call for medical help If medical help is quickly available help handover the patient to them for further treatment. +



**3** If there is a break in the skin surface, it can be rinsed to remove any visible dirt or other potential contamination. However vigorous flushing or scrubbing of the wound should be avoided

**5** Ice packs can be applied to reduce pain and swelling. Place gently over the site of fracture. (Not to be placed directly over an open wound).

**Do not move a victim whose back, neck, or head are injured unless absolutely necessary. If you must keep the back, head and neck in a straight line, support them to prevent them from moving. Use a stretcher if possible.**



### First Aid Instructions for Fractures

#### d First Aid for snake bite (Fig 4)

- 1 Squeeze out some blood from the bitten part.
- 2 Tie a tourniquet very tightly above the bitten part to prevent the flow of poisonous blood upward.

Fig 4

DO	DON'T
<ul style="list-style-type: none"> <li>Stay calm</li> <li>Remove shoes and jewelry since swelling will occur</li> <li>Reposition yourself so the bite is at or below the heart level</li> <li>Head to a hospital ASAP and be prepared to describe the snake</li> </ul>	<ul style="list-style-type: none"> <li>Panic</li> <li>Cut the wound</li> <li>Try try to suck out the venom</li> <li>Apply an arterial tourniquet or ice</li> <li>Wash the bite</li> <li>Drink any alcohol or caffeine</li> <li>Try to capture the snake</li> </ul>

Do's and Don't's during Snake Bite

#### e First Aid for stinging (Fig 5)

- 1 Try to pull out the sting by pressing the wound with two fingers to squeeze out poisonous blood.
- 2 Apply some alkali, such as baking soda to neutralize the acidic effect of the sting.

Fig 5

### FIRST AID FOR STINGS

• **SYMPTOMS:**  
REDNESS, SWELLING, PAIN, ITCHING. SEVERE SYMPTOMS: DIFFICULTY BREATHING, HIVES, SWELLING OF FACE/THROAT, ANAPHYLAXIS.

**FIRST AID STEPS:**

1. REMOVE THE STINGER CAREFULLY (FOR BEE STINGS).
2. WASH THE AREA WITH SOAP AND WATER.
3. APPLY ICE TO REDUCE SWELLING.
4. USE PAIN RELIEVERS AND ANTIHISTAMINES.
5. SEEK MEDICAL HELP FOR SEVERE REACTIONS.

First Aid steps for Stings and Bites

#### f First Aid for eye injuries

- 1 Do not rub with your hands; wash with clean water by sprinkling, and press softly with a clean handkerchief.
- 2 Blow the hot air to cotton clothes and keep on the eyes to reduce the swelling. (Fig 6)

Fig 6

Step 1 → Place victim in comfortable position

Step 2 → Do not rub the eyes

Step 3 → Cover both the eyes with a light dressing and bandage

Step 4 → Get medical help

First Aid steps for Eye Injuries

#### g First Aid for electric shock

- 1 Don't touch an injured person who is still in contact with an electrical current.
- 2 Call your local emergency number if the source of the burn is a high-voltage wire or lightning. Don't get near high-voltage wires until the power is turned off. Overhead power lines usually aren't insulated. Stay at least 20 feet (about 6 meters) away - farther if wires are jumping and sparking.
- 3 Don't move a person with an electrical injury unless there is immediate danger. (Fig 7)

Fig 7

#### Steps to Take After an Electric Shock

1. Look at the affected person but do not touch them as electricity can be passed on to you
2. Call 911
3. Turn off source of electricity if it's safe, use a non-conducting material like wood or plastic
4. Once it's confirmed you're safe from electricity, check the victims pulse and begin CPR if needed (low or stopped heart rate)
5. Lay the victim down with legs elevated and head slightly below the trunk of the body
6. Don't treat any wounds, wait until professional help arrives

First Aid steps for Electric Shock

Take these actions immediately while waiting for medical help:

- Turn off the source of electricity, if possible. If not, use a dry, no conducting object made of cardboard, plastic or wood to move the source away from you and the injured person.

- Begin CPR if the person shows no signs of circulation, such as breathing, coughing or movement.
- Try to prevent the injured person from becoming chilled.
- Apply a bandage. Cover any burned areas with a sterile gauze bandage, if available, or a clean cloth. Don't use a blanket or towel, because loose fibers can stick to the burns.

#### **h First Aid for loss of consciousness**

Unconsciousness is an unresponsive state. A person who is unconscious may seem like they are sleeping but may not respond to things like loud noises, being touched, or being shaken. Fainting is a type of unconsciousness that happens suddenly and may only last a few seconds. Other types can last much longer.

A person's vital signs may change. Seek immediate medical attention if someone's pulse becomes weak or they stop breathing. If someone seems unconscious or unresponsive, the first thing to do is ask if they are OK in a loud voice. If they don't respond, gently shake them. But if they might have a spinal cord injury, it is best not to move the person until emergency services arrive.

**If a person still does not respond, follow these steps in this order:**

- 1 Check that their airway is open, without signs of a blockage, such as laboured or high-pitched breathing
- 2 Look for signs that they are breathing.
- 3 Check for a pulse or heartbeat.

#### **First aid steps**

Before beginning any first aid steps, it is essential to tell whether the unconscious person is breathing or not.

- If the person is breathing
- If the person is conscious but seems dazed, ask them basic questions, such as what their name and birthday are or what today's date is.
- If the person is unable to answer correctly, they may be experiencing a change in mental status. Share this information with the emergency services representative.
- If the person may have a spinal injury, leave them as they are. Take steps to keep their neck supported and still.
- If the person is breathing and it is unlikely that they have a spinal injury, roll them into a recovery position on their side. Adjust their legs so their hips and knees form right angles. Tilt their head gently back to help keep their airway open.

#### **If the person is not breathing**

If an unconscious person is not breathing, it may be necessary to move them carefully onto their back

while protecting their neck, so they can receive Cardio Pulmonary Resuscitation (CPR).

#### **If the person is bleeding**

If the unconscious person is bleeding heavily, locate the injury and place strong, direct pressure on the wounded area to slow the flow of blood.

#### **First aid for poisoning**

Take the following actions until help arrives:

- **Swallowed poison:** Remove anything remaining in the person's mouth. If the suspected poison is a household cleaner or other chemical, read the container's label and follow instructions for accidental poisoning.
- **Poison on the skin:** Remove any contaminated clothing using gloves. Rinse the skin for 15 to 20 minutes in a shower or with a hose.
- **Poison in the eye:** Gently flush the eye with cool or lukewarm water for 20 minutes or until help arrives.
- **Inhaled poison:** Get the person into fresh air as soon as possible.
- If the person vomits, turn his or her head to the side to prevent choking.
- Begin CPR if the person shows no signs of life, such as moving, breathing or coughing.

#### **First aid for ear bleeding**

Place sterile cotton gently in the outer ear canal to keep the inside of the ear clean. Get medical help. Do not put any liquid into the ear. Apply direct pressure until the bleeding stops. Cover the injury with a sterile dressing shaped to the contour of the ear, and tape it loosely in place.

#### **First aid for nose bleeding**

- 1 Keep the person calm and sit them down.
  - 2 Lean the person's head forward and make them breathe through their mouth.
  - 3 Pinch the soft part of the nose for at least 10 minutes.
  - 4 Place an ice pack or a cold cloth on the nose.
  - 5 If the bleeding continues for more than 20 minutes, seek medical attention.
- **Drink lots of fluids:** This will prevent dehydration and make you feel better. Therefore, drink plenty of warm fluids such as tea, soup and also have cool fluids such as soft ice cream and water to relieve your throat pain.
  - **Get plenty of rest:** The more you rest, the more your body will be able to respond to the infection and act against it.
  - **Gargle with warm salt water:** This will reduce the pain.
  - You can use a humid vaporizer to reduce congestion while resting.

- Taking vitamin C supplements can reduce the duration of the condition.

### **First Aid management for hypertension**

The following first aid tips are recommended when a person experiences hypertension:

- Tell the patient to take deep breaths and reassure them
- If the patient is in a stressful situation, remove the person from the stress.
- If the patient's nose is bleeding, administer appropriate first aid.
- Give drinks that are high in potassium to help balance the amount of sodium (salt) in the body to lower blood pressure levels.

### **First Aid management for throat emergency**

Sore throats are common at any age and can be one of the first signs of another illness, like a cold, the flu, or mononucleosis (mono). They also can be caused by a strep throat infection.

#### **Signs and symptoms**

- Painful throat
- Fever
- Swollen glands in the neck
- Bad breath
- Scratchiness in the throat
- Redness in the back of the mouth

#### **Here are some ways kids can relieve sore throat pain:**

- Sip warm liquids
- Eat cold or frozen liquids (such as ice pops)
- Gargle with saltwater
- Suck on hard candy or throat lozenges (for kids age 4 or older)
- Take ibuprofen or acetaminophen as needed

#### **As with most common illnesses, preventing a sore throat starts with regular hand washing.**

- Not sharing food utensils and glasses with others
- Avoiding contact with people who have sore throats or cold symptoms.

### **Self-Protection**

#### **1 Handle and prepare food safely**

Food can carry germs. Wash hands, utensils, and surfaces often when preparing any food, especially raw meat. Always wash fruits and vegetables. Cook and keep foods at proper temperatures. Don't leave food out - refrigerate promptly.

#### **2 Wash hands often**

Frequent handwashing with soap and water helps eliminate germs, preventing contamination and ensuring client safety. It is especially important before and after treatments.

#### **3 Clean and disinfect commonly used surfaces**

Germs can live on surfaces. Cleaning with soap and water is usually enough. However, you should disinfect your bathroom and kitchen regularly. Disinfect other areas if someone in the house is ill. You can use an EPA certified disinfectant (look for the EPA registration number on the label), bleach solution, or rubbing alcohol.

#### **4 Cough and sneeze into your sleeve**

To prevent the spread of germs, always cover your mouth and nose with your sleeve or elbow instead of your hands when coughing or sneezing. This minimizes the risk of spreading infections in a close-contact setting like a SPA.

#### **5 Don't share personal items**

Avoid sharing personal items that can't be disinfected, like toothbrushes and razors, or sharing towels between washes. Needles should never be shared, should only be used once, and then thrown away properly.

#### **6 Get vaccinated**

Vaccines can prevent many infectious diseases. There are vaccines for children and adults designed to provide protection against many communicable diseases. There are also vaccines that are recommended or required for travel to certain parts of the world. Our Immunization Program can advise you on immunizations and clinics where you to get needed shots.

#### **7 Avoid touching wild animals**

Be cautious around wild animals as they can spread infectious diseases to you and your pets.

#### **8 Stay home when sick**

SPA therapists should avoid working when feeling unwell to prevent spreading infections to clients and colleagues. Prioritizing health ensures a safe and hygienic environment.

## Cleaning, handling and maintenance

**Objectives:** At the end of this lesson you shall be able to

- explain about cleaning equipment's, cleaning agents and cleaning procedure used in SPA clinics
- describe the potential infections caused in SPA clinic and self-protection procedures
- inculcate knowledge on linen handling and maintenance and laundry procedures
- express the storage, inventory, fire prevention, housekeeping, waste management and pollutants and environmental protection

Cleaning and maintaining spa equipment is essential for hygiene, safety, and the longevity of the equipment. Here are some general steps and guidelines for cleaning various types of spa equipment

### General Guidelines

- 1 **Read Manufacturer Guidelines:** Always refer to the manufacturer's instructions for cleaning and maintenance specific to each piece of equipment.
- 2 **Use Non-Toxic Cleaning Products:** Opt for non-toxic, biodegradable, and spa-safe cleaning products whenever possible to ensure the safety of clients and equipment.
- 3 **Wear Protective Gear:** When cleaning, wear gloves, masks, and goggles if needed, especially when handling chemicals.
- 4 **Regular Cleaning Schedule:** Establish a routine cleaning schedule (daily, weekly, monthly) depending on the equipment and its usage.

### Cleaning Different Spa Equipment

#### 1 Massage Tables

##### • Surface Cleaning

- Wipe down the table with a disinfectant spray or wipes after each use.
- Use a soft cloth to avoid scratching.

##### • Bedding

- Wash covers and linens after each use in hot water.
- Use a tumble dryer at a high heat setting to ensure the bedding is sanitized.

#### 2 Hot Tubs/Spas

##### • Water Quality

- Regularly test pH and chlorine or bromine levels.
- Change the water every 3-4 months or as needed.

##### • Surface Cleaning

- Use a non-abrasive cleaner to wipe down interior surfaces.
- Clean filters according to the manufacturer's recommendations (often rinsed and soaked in a cleaning solution).

### Specialized SPA Equipment's cleaning

#### 1 Initial Cleaning

- **Remove visible debris:** Before disinfecting, remove any hair, dirt, or other visible contaminants from the equipment.
- **Clean with soap and water:** Use a clean brush and soap or detergent to scrub the equipment, focusing on areas where debris tends to accumulate.
- **Rinse thoroughly:** Ensure all soap residue is removed by rinsing the equipment with clean water.

#### 2 Disinfection

- **Choose a high-level disinfectant:** Use a disinfectant that is effective against a wide range of pathogens, like Prevention HLD8.
- **Immerse or spray:** Depending on the equipment, you can either fully immerse the tools in the disinfectant solution or spray it on the surfaces.
- **Maintain contact time:** Follow the disinfectant's instructions for the required contact time to ensure effective disinfection.
- **Final Rinse:** After the contact time, rinse the equipment thoroughly with clean water to remove any disinfectant residue.

#### 3 Drying and Storage:

- **Dry thoroughly:** Allow the equipment to air dry or use a clean towel to dry it completely.
- **Store properly:** Store the cleaned and disinfected equipment in a clean, closed container to prevent contamination.

#### 4 Specific Equipment Considerations:

- **Filters:** Clean spa filters regularly, either by rinsing them with a high-pressure nozzle or by soaking them in a solution of white vinegar or diluted bleach.
- **Combs:** Remove hair from combs, then use a detergent and nail brush to scrub each comb to remove product and debris.
- **Foot spas:** Clean and disinfect foot spas after each use to prevent the spread of infections.

## 5 Additional Care of Equipments

- **Use microfiber cloths:** Microfiber cloths are highly recommended for cleaning spa equipment as they are more effective at trapping dirt and bacteria compared to traditional cotton cloths.
- **Steam cleaning:** Steam cleaning can be an effective method for deep cleaning spa surfaces, killing germs and bacteria without the need for harsh chemicals.
- **HEPA filters:** Use HEPA filters to improve indoor air quality and trap microscopic particles.

**Note: Training and education: Ensure that staff members are properly trained on cleaning protocols and best**

### At night time

For whirlpool foot spas, air-jet basins, "pipe-less" foot spas, and other circulating spas:

- 1 Remove the filter screen, inlet jets, and all other removable parts from the basin and clean out any debris trapped behind or in them.
- 2 Pedicure foot spa chair basin showing the filter screen, inlet jets, and other removable parts that require special attention during the disinfecting process.
- 3 Using a brush, scrub these parts with soap or disinfectant (following cleaning directions).
- 4 Rinse the removed parts with clean water and place them back into the basin apparatus.
- 5 Fill the basin with clean water and add an EPA-registered hospital disinfectant, following label directions. Turn the unit on and circulate the system with the liquid for 10 minutes, or the label-indicated time if different. (The whirlpool mechanism of the tub must be operating for the entire disinfection period so the piping and internal components that contain hidden bacteria are disinfected.)
- 6 After disinfection, drain, rinse, and air dry.

### For simple basins (no circulation)

- 1 Drain the basin and remove any visible debris
- 2 Scrub the bowl with a clean brush and soap or disinfectant (following cleaning directions). Rinse and drain.
- 3 Disinfect basin surfaces with and EPA-registered hospital disinfectant, following manufacturer's instructions. Surfaces must remain wet with the disinfectant for 10 minutes or the contact time stated on the label. Drain the basin and remove any visible debris.

## Cleaning agents used in spa rooms

### 1 Bromine sanitizers (Fig 1)

Bromine is a common sanitizer used in hot tubs and spas. Like chlorine, bromine is effective at killing bacteria and keeping the water clean. Bromine has some advantages over chlorine:

Fig 1



Bromine sanitizer

- It is less likely to cause skin irritation, making it a good choice for people with sensitive skin.
- It is less likely to cause hot tub cloudy water.
- It requires a less frequent application.
- It's a great alternative for people allergic to chlorine.

Bromine is available in both liquid and tablet form. Tablets are the most popular choice, as they are easy to use and last longer than liquid bromine. Bromine tablets can be added directly to the hot tub or spa, or they can be placed in a floating dispenser.

### 2 PH Balancers for hot tubs

When your hot tub water displays too high or too low pH levels, it can harm both people and hot tubs. The ideal total alkalinity for spa water is between 80 and 120 ppm.

There are three types of hot tub chemicals that help you reach a proper spa water chemistry balance:

- PH increaser
- PH decreaser
- Alkalinity increaser

### 3 Hot tub water PH up (PH Increaser)

Low pH in hot water tub is corrosive to the hot tub and can cause skin irritation. **Sodium ash** is a common type of pH balancer. It is added to the water, it raises the pH to the required level.

### 4 Hot tub water PH down (PH Decreaser)

PH decreaser are acids that have a caustic effect. A high pH can make the water feel slippery and increase the chances of algae growth. The most common pH-down solutions are dry sodium **bisulfate and muriatic acid** in liquid form.

Low alkalinity levels in your hot tub can lead to pitting and corrosion of metal surfaces, staining of tiles and grout, and etching of concrete. An alkalinity increaser helps stabilize your spa water's pH levels.

Most alkalinity increasers are made from sodium bicarbonate. Sodium bicarbonate is more than 1000 times

less alkaline than sodium ash. As a result, it is used as an alkalinity increaser and not as a pH increaser.

## 5 Hot tub shock

A hot tub shock is a great saver for when the pathogens in your hot tub are at extremely high levels. Shocking is also known as oxidation. The purpose of a spa shock killing algae, bacteria, and pathogens that can get the hot tub users sick. As a result, it must contain a fast-acting chemical in higher concentrations than normal. (Fig 2)



### Forms of hot tub shock:

- Chlorine shock is more effective in killing bacteria.
- Non-chlorine shock allows you to use the hot tub sooner.

### Advantages of hot tub shock:

- Removes organic contaminants.
- Kills bacteria, such as legionella, pseudomonas dermatitis and non-tuberculosis myco-bacteria.
- Removes hot tub sanitizer waste products, such as bromamines and chloramines.

There is a list of the best types of spa shocks:

- Dichlore
- Calcium hypochlorite
- Lithium hypochlorite
- Potassium peroxymonosulfate

## 6 Line flush cleaner (Fig 3)

Line flush cleaners work by flushing out the lines that circulate the spa water. This is essential because dirt, grime, and mineral deposits easily accumulate inside the plumbing.

## 7 Calcium hardness increaser

A calcium hardness increaser raises the levels of your hot tub's calcium hardness.

Calcium hardness levels in your hot tub are important for several reasons:

- They measure the amount of calcium dissolved in the water.

Fig 3



- If the calcium hardness level is too low, the water is more susceptible to changes in pH, which can cause problems with your spa equipment.
- Low calcium hardness levels can lead to calcium deposits forming on surfaces such as tile and grout.

## 8 Hot tub scale preventers and metal sequestrants

The scale build-up indicates that there's too much calcium or magnesium in the hot tub water. It leaves behind chalky deposits. These deposits have a sandpaper texture which facilitates the development of bacteria.

**Metal sequestrants** are chemicals that bind to metal ions in water, which can then be removed from the water by flocculation or sedimentation. These chemicals are often used in conjunction with mineral sanitizers, such as **chlorine or bromine**. They help reduce staining and scaling caused by metals in the water.

## 9 Hot tub enzymes

Enzymes are a natural way to control bacteria and other organic contaminants. They work by breaking down the cell walls of bacteria, funguses, and viruses. This process eliminates the need for harsh chemicals, which can be irritating to sensitive skin.

## 10 Hot tub clarifiers

Hot tub water clarifiers work by binding together small particles of dirt and debris, making them easier to filter out of the water. The two main types of clarifiers are **coagulating and flocculating**.

Coagulating clarifiers work by causing small particles to clump together, while flocculating clarifiers cause these particles to settle to the bottom of the tub, making them easier to vacuum out.

## 11 Hot tub filter cleaner

Hot tub filter cleaners are specifically designed to clean hot tub filters, by removing dirt, grime, and other debris. In addition, filter cleaners are also effective at removing scum and other build-ups that can clog filters and reduce their efficiency.

## Handling spa chemicals

All spills, even very small spills, of pool and spa chemicals can lead to an emergency situation; therefore, they must be cleaned up immediately.

If there is any evidence that a chemical reaction has begun (i.e. smoking, bubbling, hissing, very strong odor) or if there is ANY evidence of a fire, evacuate the area immediately and call the fire department!

DO NOT use dry powder fire extinguishers on a pool and spa chemical fire - they will not work! quench the fire with water only!

### When any pool or spa oxidizer material spills:

- Clear the area of people not involved with the clean-up;
- Provide ventilation;
- Mark the area so that no other person can enter;
- Be sure that no contaminant is present;
- Be sure there is clear, safe access from the area to the outside.

Call the fire department or Bio-Lab if any emergency

### Do's

- Wear protective gear (safety glasses, rubber gloves, etc.).
- Provide ventilation, and a safe access from the area.
- Use ONLY CLEAN, DRY synthetic fiber brooms, shovels, scoops and containers.
- Separate the spilled material from original container.
- Keep all spilled material out of sewers or streams.
- Check water chemistry to avoid imbalance.

### DON'T

- Use a vacuum cleaner to pick up spilled material.
- Throw spilled material into the trash or dumpster.
- Put spilled material back into the original container.
- Use dirty, unwashed straw brooms, shovels, scoops or containers.
- Use floor sweeping compounds.
- Put un-neutralized spilled material into sewers or streams.

## Potential infections and disease prevention

Outbreaks of skin infections on the legs and feet of patrons following spa pedicures have caused concern about spa safety.

### Protect Your Skin!

- Microorganisms in foot spas can enter through the skin, so broken skin (e.g., cuts and abrasions) should not come into contact with foot spa water.
- Do not shave, use hair removal creams or wax your legs during the 24 hours before receiving treatment in a foot spa.

- Do not use a foot spa if your skin has any open wounds such as bug bites, bruises, scratches, cuts, scabs, poison ivy, etc.

## Identifying an Infection

Open wounds appear on the skin of feet and legs. Initially they may look like insect bites, but they increase in size and severity over time, and sometimes result in pus and scarring.

## Cause of Infections

Some incidents of foot spa infections have been caused by Mycobacterium fortuitum. This organism can occur naturally in water and soil. Other organisms have also been found in footbath systems. The screens and tubes of foot spas are particularly good places for the bacteria to collect and grow, often forming dense layers of cells and proteins called biofilms, which can be very hard to remove.

## Disinfectant procedures

- Ask salon workers how the foot spas are maintained and how often.
- A foot spa should be disinfected between each customer, and nightly. The disinfectant needs to work for the full time listed on its label, typically 10 minutes, depending on the type of disinfectant.
- Proper cleaning and disinfection can greatly reduce the risk of getting an infection by reducing the bacteria that can build up in the foot spa system.

Be aware that disinfectants used in the foot spa should indicate on the label that they're approved for hospital use. A disinfectant label should clearly show its uses and that it is EPA-approved. Salons should use an EPA-registered hospital disinfectant. The label (example at right) should list relevant product information, including:

- 1 The terms "Disinfectant" and also "Hospital" or "Medical" or "Health Care". This indicates the product can be used as a disinfectant on surfaces in these environments.
- 2 The EPA registration number.
- 3 Some products may have instructions for both sanitizing and disinfecting footbaths.

## Self-Protection

### 1 Handle and prepare food safely

Food can carry germs. Wash hands, utensils, and surfaces often when preparing any food, especially raw meat. Always wash fruits and vegetables. Cook and keep foods at proper temperatures. Don't leave food out - refrigerate promptly.

### 2 Wash hands often

Frequent handwashing with soap and water helps eliminate germs, preventing contamination and ensuring client safety. It is especially important before and after treatments.

### 3 Clean and disinfect commonly used surfaces

Germs can live on surfaces. Cleaning with soap and water is usually enough. However, you should disinfect regularly. Use an EPA certified disinfectant (look for the EPA registration number on the label), bleach solution, or rubbing alcohol.

### 4 Cough and sneeze into your sleeve

To prevent the spread of germs, always cover your mouth and nose with your sleeve or elbow instead of your hands when coughing or sneezing. This minimizes the risk of spreading infections in a close-contact setting like a SPA.

### 5 Don't share personal items

Avoid sharing items that can't be disinfected, like toothbrushes and razors, or sharing towels between washes. Needles should never be shared, should only be used once, and then thrown away properly.

### 6 Get vaccinated

Vaccines can prevent many infectious diseases. There are also vaccines that are recommended or required for travel to certain parts of the world. Our immunization program can advise you on immunizations and clinics where you to get needed shots.

### 7 Avoid touching wild animals

Be cautious around wild animals as they can spread infectious diseases to you and your pets.


### 8 Stay home when sick

#### Linen handling and maintenance (Fig 4)

- 1 The laundry services can be in house or outsourced. As a rule only following items may be cleaned in the laundry

Fig 4 Follow these linen – handling measures to avoid RFIs

- Laundry that is transported to and from the hospital must be separated according to whether they are clean or soiled
- As clean linen is returned to the hospital ensure the linens are properly covered or sealed in plastic to prevent contamination during transport
- Store linen within the hospital in a designated area until ready for uses.
- Ensure the door remains closed when not in use. And that they clean linen room has restricted access



**Linen Handling**

- Hospital patients linen & hospital curtains
  - Hospital kitchen linen
  - Hospital staff uniforms
  - Other authorized items like blankets, mattresses and pillows staff personal clothing is not cleaned in the hospital laundry.
- 2 Segregation and collection of soiled linen.
  - 3 All linen after use will be collected in each department / ward and segregated into potentially infective and

not potentially infected. The former will include all linen which has been soiled with body fluids and will be kept separately.

- 4 Personnel working in the receiving and sorting area are required to wear a long gown, mask and gloves. He should keep his hands away from his or her mouth and eyes and thoroughly wash his or her hands when leaving the receiving and sorting area.

**No eating and drinking is allowed in area**

- 5 Sluicing / Treatment of soiled / Infected linen
  - All infected linen / linen soiled with body fluids will be soaked in 0.5% Bleaching solution for 30 min then washed with water & detergent to remove bleach before handing over for washing.

**If possible all linen is inspected for tears and damage at this point to avoid dispute.**

- 6 The linen is washed, dried and ironed by the laundry staff. Infected linen is washed separately.
- 7 The linen is returned to the health facility where it is properly taken over and a record made of the same. Repairs will be carried out on torn linen.
- 8 Linen are stored properly for regular usage

#### Laundry procedures (Fig 5)

The linen and laundry department provides comprehensive laundry service at the medical center. The department's areas of responsibility include:

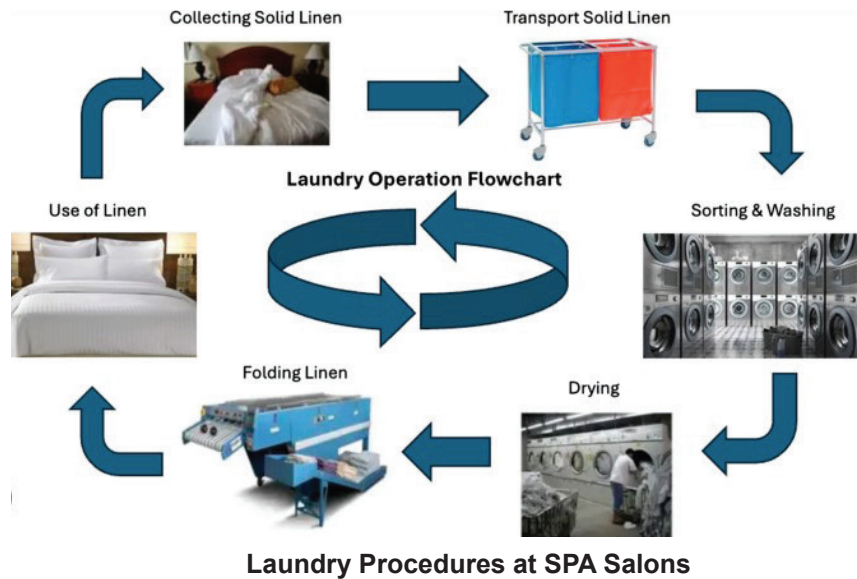
- Collecting linens and all textiles from the various departments in order to have them laundered, sending and receiving the laundry before and after cleaning, monitoring the quality of washing, and transport of the clean laundry to the departments and units at the center.
- Distributing clothing to personnel.
- Monitoring laundry inventory and defining purchasing needs jointly with the medical center's purchasing department.
- A sewing workshop operates in the warehouse. They perform repairs and sew curtains.
- The operating rooms contain an automatic machine that provides the staff with clean scrubs.

**Inventory:** The data was collected through the formats shared by the executive housekeeper regarding different items covered under linen inventory is as follows. In any particular room the room linen is divided into bed linen and bath linen.

#### The bed linen is further bifurcated into:

- Double bed sheet
- Single bed sheet
- Double duvet cover
- Single duvet cover
- Pillow cover

Fig 5



**The bath linen is divided as follows:**

- Bath Towel Hand towel
- Face towel
- Bath mat
- Bath robe

**Findings:** As guest room linen is a major part of the room inventory, it should be handled carefully by the guest room attendants, laundry as there are more chances of misuse and damage due to stains and negligence by the laundry operations. Sometimes guests also carry some item of linen while checking out, which is either charged to the guest or is a loss to the organization.

- A separate room linen inventory sheet is carried by the guest room attendant, for each floor.
- It has room numbers on one side and the room inventory items across other side.
- The guest room attendant physically counts the same in each room and enters in the spreadsheet.
- The separate sheet is maintained by the laundry where on one side all the linen particulars are mentioned.
- Across the count is taken for soiled linen, fresh linen and the housekeeping store linen. It is then totaled in the last column.
- A consolidated sheet is maintained for each floor likewise and the total count is taken.
- Linen inventory is usually done at the end of each month.
- Floor wise for each linen item, mentioned are: opening balance, fresh stock, floor wise stock, laundry stock, missing linen, discarded stock is considered and the physical count is entered.
- This becomes the closing stock for that month.

**Housekeeping**

The housekeeping department, in any hotel business, contributes to major amount of profit though it is considered as an ancillary service. The simple reason being, a customer demands a clean, tidy, and pleasing ambience.

Housekeeping generates the first impression on a guest's mind. The housekeeping efforts clearly show how the hotel will take care of its guests.

Housekeeping means performing all the duties towards cleaning, maintaining orderliness, and running a house or a business property. In case of hotels, the housekeeping duties involve maintaining the hotel to the best possible state in terms of cleanliness, and keeping it at highly desirable ambience.

**Objectives of housekeeping**

The main objectives of hotel housekeeping are :

- To maintain overall cleanliness of the entire spa room at all times.
- To perform cleanliness duties most efficiently and effectively.
- To use good quality, safe cleaning equipment and chemicals.
- To manage laundry and linen.
- To control pests.
- To keep up the hotel with classy interior decoration.
- To take care of the furniture, fittings, and fixtures of the entire SPA area

**Housekeeping services in SPA centers**

Most of our guests do not choose to have any services during their stay, but if you would prefer to have your room cleaned we offer an array of housekeeping services for you at a nominal fee plus tax. These services range from a 'Full Daily Service' to a mid week 'Light Touch'. An ala carte menu of housekeeping services & fees can be obtained and services reserved from your reception staff at check in.

**Full cleaning**

**Includes:** sheet change, full cleaning, towel refresh, trash removal and replacement of toiletry products, full dish wash, full vacuum, and full clean of all surfaces.

## Light touch service

**Includes:** towel exchange, trash removal, light dusting and vacuum of uncluttered surfaces. This cleaning does not include sheet change or toiletry replacement.

## Fresh touch

**Includes:** Towel refresh and trash removal.

Housekeeping services must be scheduled with the front desk at least one day in advance and will be charged to your room.

## Fire prevention in SPA centers

Surrounded by hot hairdryers and chemicals labeled “flammable,” no one can stand in a salon and argue that it is not a risky place for fires. Clothes dryers, electric tools (e.g., straighteners, curling irons) and wax warmers are all common sources of fire, and common salon chemicals can add fuel to fires.

These are familiar risks to salon and spa owners, but are they as familiar to every member of your staff? Train staff members to recognize fire hazards, and let them know what to do if they recognize imminent dangers.

Do your fire extinguishers contain carbon dioxide, dry powder or foam? Which one do you use on which type of fire? When is the last time it was inspected? And how do you use that thing, anyway?

If you cannot answer these questions, it's time you learned more about fire extinguishers. With their mix of fire risks, salons should have extinguishers appropriate for both chemical and electrical fires to be on the safe side. If you expect employees to fight small fires if they arise, they must be trained in proper operation of a fire extinguisher.

**Inspect your electrical systems:** In salons, a great deal of electrical equipment is operating for hours and hours on end - often from open to close. This leaves appliances and tools at greater risk for wear and tear than you may realize, and worn and frayed cords are a fire hazard. While you're inspecting, test your smoke alarms and replace batteries as necessary.

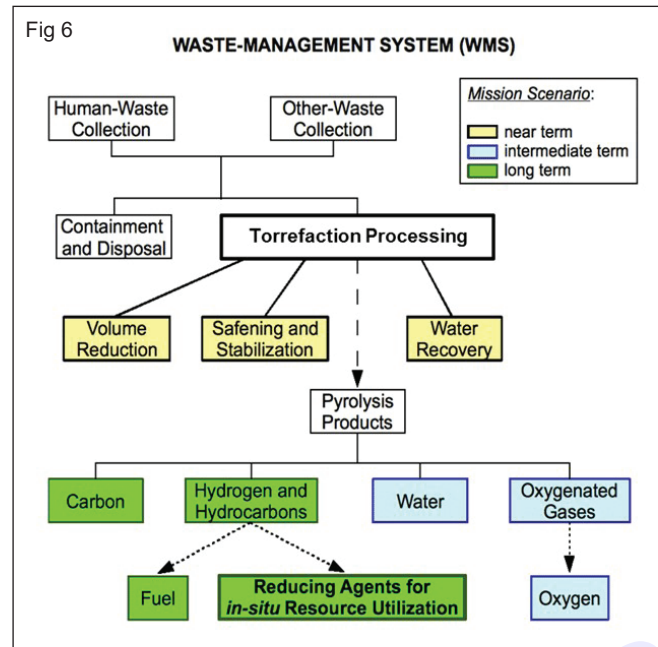
Once a month, check on the cords and plug connectors on your dryers, steamers, etc. Also check electrical sockets for discoloration or signs of scorching. Once a year, have a licensed electrician check your appliances and electrical system, and call him sooner if your fuses blow out often. If you have renovations planned, include in those plans a master switch for the electric in your building.

## Waste management and pollutants (Fig 6)

Waste management systems are designed to efficiently collect, process, and dispose of solid waste. They help reduce pollution and protect the environment by preventing contaminants from entering the air, water, and soil.

Waste management systems can include a variety of different technologies and practices, such as waste reduction, recycling, composting, incineration, and landfills. Each of these methods has its own advantages and disadvantages, and the best solution for a particular

community will depend on a number of factors, including the type and amount of waste generated, local resources and infrastructure, and environmental regulations.



An effective waste management system will incorporate all aspects of the solid waste management hierarchy: reduction, reuse, recycling, and disposal. By reducing the amount of waste produced in the first place, we can lighten the load on our landfill sites and other disposal facilities. And by reusing or recycling materials instead of throwing them away, we can conserve energy and natural resources while keeping harmful toxins out of our environment.

## How waste management systems reduce pollution

Waste management systems help reduce pollution and protect the environment by collecting, treating, and disposing of waste in a safe and responsible manner. Waste management system operators work to ensure that waste is properly collected, transported, treated, and disposed of to minimize its impact on the environment.

Waste management systems play a critical role in reducing pollution and protecting the environment. By collecting and safely disposing of waste, these systems prevent it from contaminating air, water, and soil. In addition, waste management systems help to conserve resources by recycling materials that would otherwise be discarded as trash.

Operators of waste management systems are trained to safely handle and dispose of waste. They work hard to ensure that waste is collected and transported in a way that minimizes its impact on the environment. Treatment facilities use state-of-the-art technologies to safely process waste before it is disposed of. Landfills are designed to contain leachate (liquid that has come into contact with solid waste) to prevent it from polluting groundwater.

When we responsibly manage our waste, we can significantly reduce pollution and protect our environment.

## Benefits of waste management systems

In many cases, waste management systems are designed to reduce the amount of waste that is produced in the first place. This can be done through recycling and composting programs that keep materials out of the landfill.

Waste management systems can also help to reduce pollution by providing a safe and efficient way to dispose of hazardous materials. These systems can prevent these materials from leaching into the ground or getting into the air, where they can cause serious health problems for people and animals.

Finally, waste management systems can help to protect the environment by reducing the amount of resources that are used to create new products. Recycling programs allow materials to be reused instead of being sent to landfills, where they would take up valuable space and release harmful gases into the atmosphere.

## Challenges with waste management systems

There are many challenges that come with managing waste, but fortunately there are also many ways to mitigate these difficulties. One challenge is that when waste decomposes, it can release methane gas into the atmosphere – a greenhouse gas that is significantly more potent than carbon dioxide. Other challenges include:

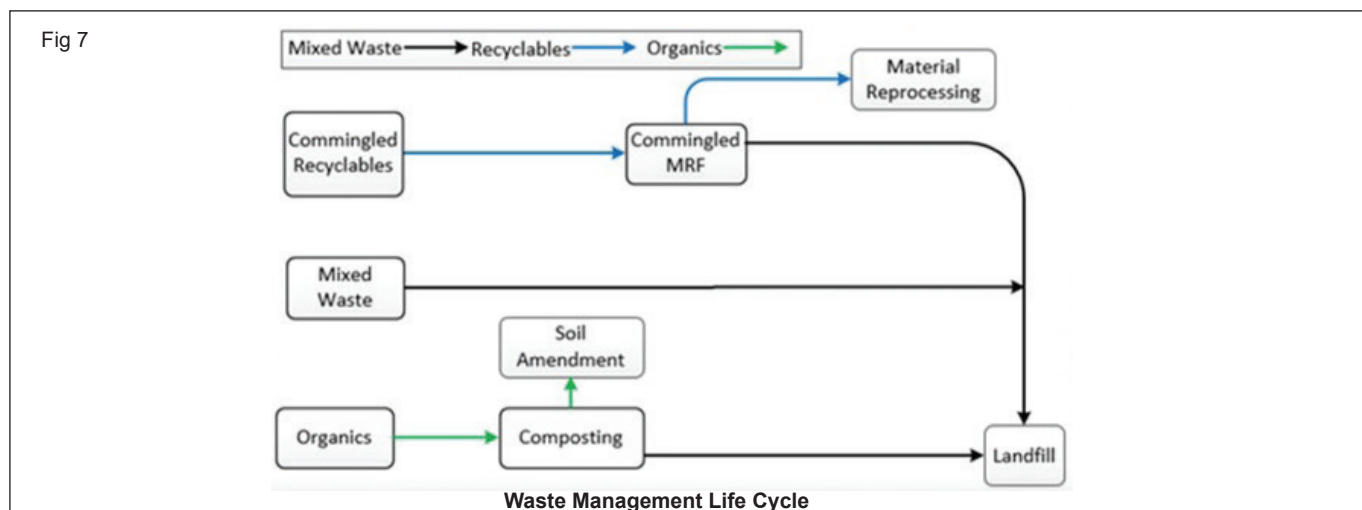
- The high cost of building and maintaining effective waste management systems.
- Illegal dumping of waste, which can pollute waterways and land.
- Hazardous materials that need to be disposed of properly to avoid harming people or the environment

Fortunately, there are many ways to overcome these challenges. For example, methane gas can be captured and used as a renewable energy source. Proper education and enforcement of laws against illegal dumping can also help reduce pollution. Finally, working with hazardous waste experts can ensure that dangerous materials are disposed of safely (Fig 7).

## Environmental protection

In today's world, it's truly easier than ever to live an eco-friendly lifestyle. More and more brands are becoming environmentally safe, making it easier for the consumer to live a greener life. The health and wellness industries are no stranger to the recent eco-boom, with organizations like the Green Spa Network and brands like Au Natural Cosmetics becoming stepping into the spotlight. Here, find seven simple ways you can make your spa greener, and reduce its carbon footprint.

- 1 Switch to energy efficient lighting and fixtures. The EPA's Energy Star program has opened the door to luxuriously-styled, decorative lighting fixtures that use a third of the energy consumed by standard fixtures. By using less energy, we release less green house gas emissions.
- 2 Install low-flow, water-conservative shower heads and aerators. Reduce your impact even more so by installing low-flow toilets and sinks.
- 3 Use non-toxic cleansers and paints. Companies like Eco-Lab have a full line of industrial cleaning products that are eco-friendly.
- 4 Provide guests with organic, unbleached bedding and linens. Conventional cotton farming practices alone produce more than 25 percent of all the pesticides in the U.S. Choose sustainable fabrics like bamboo or birch fiber for linens and robes. Also, sell apparel in your boutique made out of environmentally-friendly alternatives.
- 5 Purchase wood furniture made from recycled wood or wood from renewable forests. Keep in mind that compressed board furniture gets sprayed with formaldehyde and other toxic chemicals.
- 6 Add recycling bins in common areas, and use three-compartment waste bins in guests' rooms—glass/plastic, paper, and trash.
- 7 To go that extra eco-mile, try getting evaluated through the Leadership in energy and environmental design (LEED) Green Building Rating System. You can also hire LEED certified architects or designers to help setup a road map to greening your SPA business.



## Personal grooming and hygiene, self management, and communication skills

**Objectives:** At the end of this lesson you shall be able to

- narrate the personal grooming and body language to communicate with people
- inculcate knowledge on personal and social etiquette, self-management and confidence building
- explain relationship management, communication skills and anger management
- narrate the role and responsibilities of a spa therapist and different job opportunities in India and abroad.

### Personal grooming

Personal grooming is the term for how people take care of their body and appearance. Habits that are considered personal grooming include bathing, dressing, applying make-up, hair removal, and taking care of one's teeth and skin.

A person's personal grooming routine may determine how he or she feels about themselves, and how other people perceive him or her.

One of the most important aspects of personal grooming is bathing regularly. While bathing, a soap product should be used to clean the body. Hair should be cleansed using a shampoo, and a hair conditioner may be applied. Hair should be kept clean and combed daily.

Regular haircuts usually keep hair healthy and in good condition. Hair can be styled in many different ways using a variety of different styling products.

A woman with groomed eyebrows and lashes. After a bath or shower, many people take care of their skin and teeth. Skin care typically consists of using products designed to clean, exfoliate, moisturize, and improve the appearance of the skin.

Taking care of one's teeth generally involves a flossing and brushing the teeth using toothpaste. Mouthwash may also be used. Some people opt to use toothpaste that has whitening properties in order to brighten the color of the teeth.

Many men and women choose to include body and facial hair removal in their personal grooming routine. Women may shave or wax their legs, underarms, and bikini area. Men often shave their facial hair and may use a trimming tool to remove hair from their ears and nose. Eyebrows can also be groomed by waxing or using a pair of tweezers to pluck out stray hairs.

Many people put on perfume or cologne as part of their grooming routine. Cologne, perfume, and deodorant are often used by both men and women. Deodorant is applied to the underarm area in order to control body odor. The type of perfume or cologne selected is a matter of personal taste. Perfume and cologne should be applied in small amounts in order to not produce an overwhelming smell.

Women often apply cosmetics to enhance the features of their face. Make-up products commonly used are face powder, blush, and lipstick. Eye shadow, eye liner, and mascara may also be used on the eyes.

Dressing is also an important part of personal grooming. Clothes should be clean and free of stains, holes, and wrinkles. Properly fitting clothes look best. Wearing clothing that is too big or small in size can make a person look unkempt.

Brushing and flossing teeth ensures good daily oral hygiene. Good personal grooming can make a person look polished and well put together. Looking good usually improves a person's self-esteem and confidence.

A person that is well-groomed is often better perceived by others than a person that does not take as much care with his or her appearance.

### Basic principles of personal hygiene

#### 1 Take regular shower

Do not wait up to feel the dried sweat in your body to feel the urge to take shower, make it a routine, you have the choice to either take them before you head to work or after the long day or even before you head to sleep, whichever one suits your routine. Make sure to rinse your body thoroughly, especially the genitals and underarms as they produce more sweat and are more prone to fungal activities.



#### 2 Wash your hands frequently

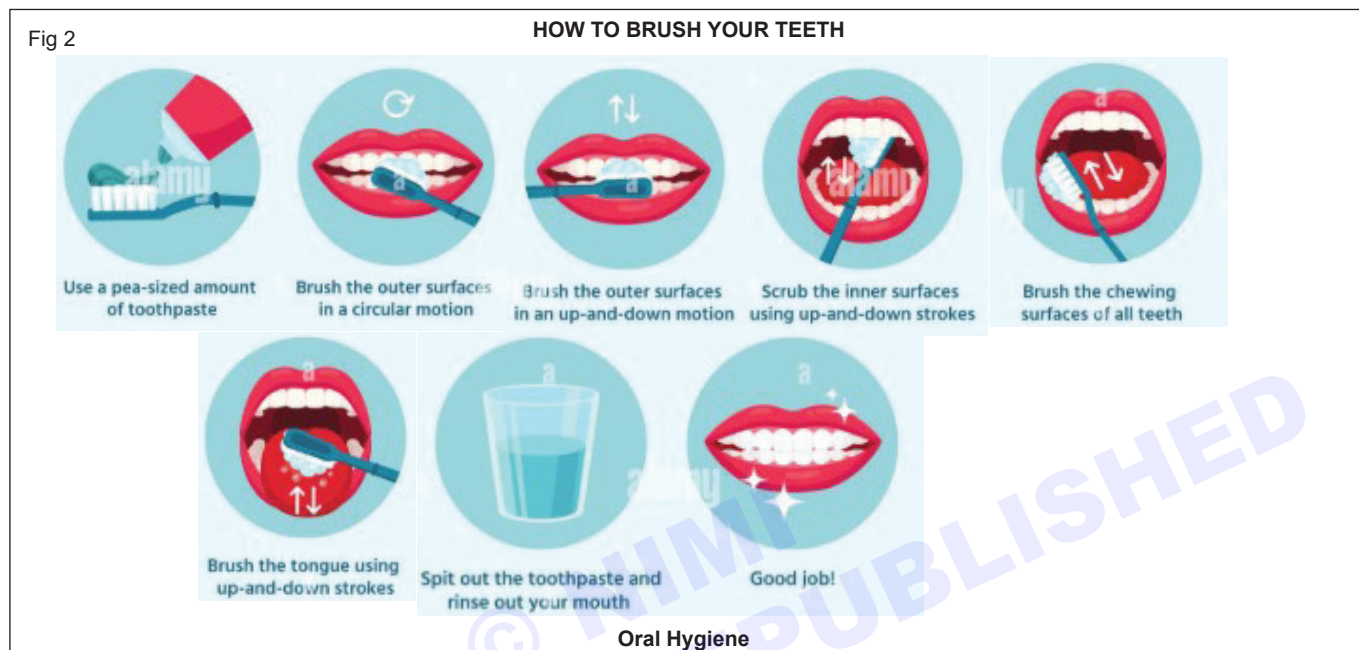
It is our hands that we use to do our most physical acts, from picking up the keys, browsing through our phones to attending our pets. While we acknowledge the importance of washing hands before eating and after visiting the toilet, it is also important to wash our hands with soap or sanitizer every now and then.

### 3 Maintain oral hygiene practices

Caring for teeth and gum is important, not only to prevent decay related issues but also as they affect neurologically some other sensual organs, they shouldn't be taken in a light manner. Just brushing them twice a day is not enough, make sure you are using fluoride toothpaste and brushing properly. Also, floss after eating, as this practice will remove plaque, bacterial, and debris that was trapped between teeth. It is a great way to prevent bad breath too. Don't hesitate to pay a visit to dentist in slightest discomfort.

### Background of wearing Uniforms

Historical research suggests that the first semblance of work uniforms can be traced back to the middle ages. During this time, workers would wear badges on their own clothes to denote their specific job role, or to align themselves with a certain employer, often the army or in service of Lords. This allowed them to quickly prove their legitimacy when carrying out their services and also allowed for ease of recognition by others.



### 4 Trim your nails and wash your hairs

Nails and hair store dirt and grease. None not to mention the microbes could be in there stuck and spreading. Bad nail hygiene can cause severe food poisoning since preparing or eating food with hands. Trim the nails every once they are inappropriately long and wash hairs at least twice a week to keep them healthy.

### 5 Clean your nose and ears

Every time you are outside, you are most likely to breathe in some pollutants, and most of the particles are bound to be stuck in your nasal hair. You should rinse your nose and ear with warm water upon return. Especially if you have any specific allergies.

### 6 Wear fresh and warm clothes

Try to change into some warm and dry clothes, you'll feel the mental effect immediately as they will boost your mind. Also, regular washing with right detergent matters since like your body, your clothes can be contaminated with germs or microbes, especially if they have been used for several days.

### 7 Food hygiene is important too

You can get severely sick from food-borne diseases, as most of your foods are raw, purchased from outside, they risk being cross-contaminated with harmful microbes.

Merchants who belonged to specific guilds also wore badges to show that their work and goods were deemed to be a high enough quality for acceptance, showing to the people that these merchants could be trusted. A similar legitimacy applies to many organization's uniforms today.

#### 1 Later work uniforms

Badges representing workers in service to a specific person were soon replaced with liveries. These are items of clothing that are covered with colours, house seals, and crests all relating to the family being served. These were especially common throughout the 18th and 19th centuries, with many important households requiring their staff to wear specific liveries. Being in the employment of a notable house was often seen as an honour, so liveries were worn with pride. In a sense, this tradition of wearing colours and crests to represent who you work for is still carried on by employees today, by wearing branded uniforms in the colours associated with their employer.

#### 2 Modern uniforms

The rise of modern work uniforms can be tied to the growth of chain companies who began to operate in different areas. By having a single uniform that employees would wear regardless of the area they operated in, would give customers the reassurance that they would receive the same service wherever they were. This familiarity also helps customers to quickly recognise a brand, even in a different location.

Uniform wear is of course evolving with time, more consideration is being given to diversity in the workplace and many uniforms incorporate technological features, or are adapted to suit the technology the wearer will be using. Style and personal safety are also key consideration and new fabrics, with distinct advantages for the wearer, are being introduced.

### Purpose of Wearing Uniforms

- 1 **Professionalism:** A good strong first impression is essential to gaining new customers, what every business must do to succeed. The best first impression is to be professional by speaking clearly, using eye contact and by maintaining a professional look with proper attire. A well thought out work uniform that reinforces your brand strategy and where you sit in the marketplace is crucial. This is what will set your company apart from competitors in your market space.
- 2 **Trustworthy:** Following from the initial first impression a branded uniform instils a sense of trust and credibility in the company and its abilities. Customers perceive employees who wear branded workwear take greater pride in their work and are therefore more capable of providing better products and services. Think about your experiences as a customer, have you been more likely to trust the advice of a professionally uniformed staff member assisting you? Surely if the company providing the service has taken the time to implement uniforms it also takes the time to train and develop its staff.
- 3 **Employee psychology:** Employees work more professionally with when wearing branded work attire. It's a psychological effect of wearing custom branded uniforms which make your employees feel they are the face of your business. This ultimately builds up trust in the relationship between your business and your customers.
- 4 **Walking advertisement:** A work uniform is basically a walking advertisement for your business. Every person employees walk past outside of the company will see the uniform, company logo and company name. This helps to build brand awareness and company exposure.
- 5 **Team building:** A key advantage in a company uniform is the staff morale and comradely. When people wear the same type of work clothing they feel they are part of a team. It instils a sense of belonging and pride in the job and company. Uniforms level the playing field and no matter where you sit in the chain of command you feel valued and a greater sense of team spirit.
- 6 **Time saving:** Today everyone's lives seem so much more hectic than with previous generations. We look to simplify areas of our life so we can fit more in! A branded uniform is one such way to do so.

Where there is no uniform, management must implement a dress code, which means time spent on deciding what it is and enforcing it. For the staff, it means time spent shopping for an appropriate work-

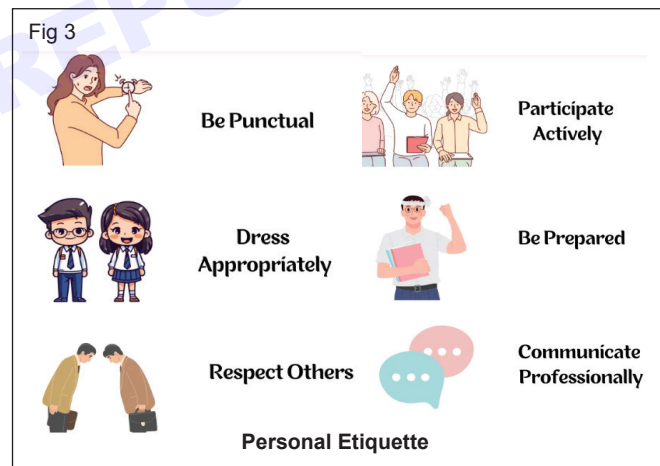
wear wardrobe. A uniform means all team members know exactly what they are wearing each day and don't waste time working out what to put on each morning.

- 7 **Tax deduction:** A branded uniform can also be a claimable tax deduction\* if the uniform is a set of clothing that identifies your staff as employees of your business. If it is compulsory for them to wear the work uniform whilst at work then it is therefore considered a work-related expense so the cost of such a uniform is usually deductible.

### Personal Etiquette

Etiquette helps us to know how to treat others respectfully and appropriately in any context. By knowing how to read social cues and communicating effectively, we put others at ease, foster meaningful relationships and create a comfortable and relaxed atmosphere wherever we go. Fig 3

- Use proper greetings. Always greet people with a smile and a hello.
- Say "please" and "thank you".
- Practice good table manners.
- Be mindful of your language.
- Respect personal space.
- Dress appropriately.
- Be a good listener.
- Put your phone away.



### Social Etiquette

Social etiquette is a set of rules, manners, and actions that help people to portray themselves as pleasant, polished, and professional human beings. People who are social etiquette experts know how to behave and look their best in various social situations. (Fig 4)

#### Why Is Social Etiquette Important?

While social etiquette may seem like a ton of unnecessary rules to follow, it can actually be very beneficial for your life. Here's why:

- Social etiquette shows you how to behave in different social settings, so you don't have to question your own behaviour.

- Social etiquette allows you to look like a kind and caring person – which is something everyone likes about others.
- Social etiquette helps people to interact with each other in a way that prevents unnecessary social confrontation or drama.
- Social etiquette makes it easier for you to build and maintain connections.
- Learning social etiquette can teach you how to communicate effectively and nicely.

- Social etiquette can help you to look more professional and make a good impression.

These are just a few of the social etiquette benefits. There are many more, but just these few can make a huge difference in your social life.

### 5 Basic Social Etiquette Rules

These social etiquette rules are very common around the world, and they're something every person should know by default. However, before we dig into more specific social etiquette rules, let's remind ourselves of the basics as well.



#### 1 Always Say “Thank You” And “You Are Welcome”:

If someone did something nice for you, always express it verbally. A simple “thank you” is generally enough and should never be forgotten. And if someone is thanking you, make sure to show that you accept their gratitude by saying “You’re welcome!”.

**2 Hold the Door for A Person Behind:** No matter if you’re a woman or a man, it’s a basic social etiquette rule to not slam the door at anyone who walks behind you. Be helpful – hold the door! This will show that you are considerate of others.

**3 Cover Your Mouth When Sneezing Or Coughing:** No one likes to be coughed on... So, when you feel that tickle coming in, follow social etiquette by sneezing or coughing into your elbow.

**4 Do Not Use Your Phone While Eating Or Communicating With Others:** One of the modern social etiquette rules dictates us to not be looking at our phones all the time while with others. Admit it – it’s not pleasant to talk to someone who is interested in their phone more than you.

**5 Be Punctual:** That’s a simple social etiquette, but it can make or break a lot of social situations. Just don’t be late and don’t make others wait for you. Don’t come too early as well. It’s best to be there just on time, or just a little bit before it.

#### Corporate Etiquette

Corporate Etiquette refers to set of rules an individual must follow while he is at work. One must respect his organization and maintain the decorum of the place. Corporate Etiquette refers to behaving sensibly and appropriately at the workplace to create an everlasting impression. No one would take you seriously if you do not behave well at the workplace. Remember we can’t behave the same way at work place as we behave at our homes. One needs to be professional and organized. It is important to behave well at the workplace to earn respect and appreciation.

#### Do’s and Don’ts at workplace

- Never adopt a casual attitude at work. Your office pays you for your hard work and not for loitering around.
- Don’t peep into other’s cubicles and workstations. Knock before entering anyone’s cabin. Respect each other’s privacy.
- Put your hand phone in the silent or vibrating mode at the workplace. Loud ring tones are totally unprofessional and also disturb other people.
- Don’t open anyone else’s notepads registers or files without his permission.
- It is bad manners to sneeze or cough in public without covering your mouth. Use a handkerchief or tissue for the same.

- Popping chewing gums in front of co-workers is simply not expected out of a professional.
- Stay away from nasty politics at the workplace. Avoid playing blame games.
- Keep your workstation clean and tidy. Throw unwanted paper in dustbin and keep files in their respective drawers. Put a label on top of each file to avoid unnecessary searching.
- Never criticize or make fun of any of your colleagues. Remember fighting leads to no solution. There are several other ways to express displeasure. Sit with your colleagues, discuss issues face to face and decide on something which is mutually acceptable.
- Take care of your pitch and tone at the workplace. Never shout on anyone or use foul words. It is unprofessional to lash out at others under pressure. Stay calm and think rationally.
- Never attend meetings or seminars without a notepad and pen. It is little tough to remember each and everything discussed in the meeting. Jot down the important points for future reference. Wait for your turn to speak.
- Pass on information to all related recipients in the desired form. Communicate through written modes of communication preferably through emails. Keep your reporting boss in the loop. Make sure your email signatures are correct.
- Reach office on time. One must adhere to the guidelines and policies of the organization. Discipline must be maintained at the workplace.
- No organization likes to have a shabbily dressed employee. Shave daily and do not use strong perfumes.
- Never wear revealing clothes to work. Body piercing and tattoo are a strict no at the workplace. Females should avoid wearing heavy jewellery to work.
- Don't pass lewd comments to any of your fellow workers.
- While having lunch together, do not start till the others have received their food. Make sure your spoon and fork do not make a clattering sound. Eat slowly to avoid burping in public.
- Respect your fellow workers and help them whenever required.
- It is unethical to share confidential data with external parties and any other individual who is not related to the organization. Data in any form must not be passed to anyone outside the organization.
- Office Stationery is meant to be used only at work. Taking any office property back home is equivalent to stealing.
- Make sure you turn off the monitor while you go out for lunch or tea breaks. Switch off the fans, lights, printer, fax machine, scanner before you leave for the day.
- Don't bring your personal work to office. Avoid taking kids to office unless and until there is an emergency.
- Park your car at the space allocated to you. Don't park your vehicle at the entrance as it might obstruct someone's way.
- Never ever drink while you are at work. Smoke only at the smoking zones.
- Do not leave the restroom with taps on.
- Female Employees should stick to minimal make up.

### Self - Management Skills (Fig 5)

Self-management is our ability to manage our behaviours, thoughts, and emotions in a conscious and productive way. Someone with strong self-management skills knows what to do and how to act in different situations. For instance, they know how to control their anger when the umpire unfairly calls their child out at a little league game.

Fig 5



Essential Professional Skills

They know how to avoid distractions while working from home, so they can maintain focus and stay productive. They know what they need to do to achieve their fitness goals - and they follow through.

Self-management means you understand your personal responsibility in different aspects of your life, and you do what you need to fulfill that responsibility. This self-management definition has its roots in emotional intelligence theory, where this capability may also be referred to as self-regulation. Self-regulation is supported by our capacity for self-awareness, which helps us create conscious access to our thoughts, desires, and feelings. Only once we are aware of these things, can we begin to control and express them appropriately. Those with well-developed self-awareness and self-regulation are well-positioned to develop a set of self-management skills that support them on their work and personal journeys.

### Why is self-management so important in an organization?

From an organizational perspective, the ability of team members to self-manage is critical to the effective functioning of an organization. Imagine an environment where the majority of those working within it were unable to stay on task, on strategy, and on schedule. That would make it very challenging to complete projects.

Self-management is even more important when we talk about empowering employees across the organization to be more innovative and resourceful. When every team member understands their responsibilities, goals, and what it takes to achieve them, they can make better decisions and do their part to achieve the team and organization objectives. Part of effective self-management with empowerment is that employees make good decisions about when to seek additional help or input.

### 7 skills to increase your self-management capabilities

- 1 Role clarity:** Those with role clarity know what our responsibilities are, who our work matters to and how we are measured. We also know who we are dependent on to get our work done. In short, we have a good sense of how we fit into the system and how our work serves the organization.
- 2 Goal alignment:** Organizational success relies upon team members working together to reach a common goal. In order for this to work with a team of self-managed individuals, each of us must understand the big picture, and align our own goals with those of the organization. This will allow us to stay on track and maintain sight of what we're working toward.
- 3 Strategic planning:** The next skill in this progression, strategic planning, is the ability to understand what we need to do in order to support organizational goals. We work backward from the desired future state in order to determine what we need to do in order to get there.
- 4 Priority-setting:** Now that we know what we need to do, we need to set priorities so we can achieve

our goals. This can help ensure we get to the most important tasks and projects, even as other demands on our time arise.

- 5 Self-awareness:** The ability to consciously access our thoughts, desires, and feelings can help us control our behaviours. This, in turn, can have a direct impact on our performance, and how others perceive us.
- 6 Emotional regulation:** Being self-aware of our feelings is a prerequisite to regulating them. For example, fear can be distressing and provoke a fight or flight-type reaction if we aren't able to elevate it to our consciousness.
- 7 Self-care:** The only person who can truly be responsible for our care is you. Thriving as an individual starts with nurturing ourselves.

### Self Confidence

So many successful people credit their sense of self and their confidence to their success. But not many people really explain how to build confidence, or how to become confident. It's tricky, because confidence is built on different things, but overall it is built on choices and accomplishments that feed your passion and that make you feel happy and proud of whom you are. Discovering these things is one of the most worthwhile pursuits of your life.

### 10 ways to build self-confidence (Fig 6)

Fig 6

#### 10 WAYS TO BUILD Confidence

1. Surround yourself with positive people.
2. Practice a positive mindset.
3. Create a confidence file.
4. Accept compliments.
5. Get to know your authentic self.
6. Don't sweat the small stuff.
7. Discuss your self doubts.
8. Project confidence with body language.
9. Show others how to treat you.
10. Create your own opportunities.

#### 10 ways to build self-confidence

- 1 Get Things Done:** Confidence is built on accomplishment. If you achieve small and big goals, you're going to feel much better about yourself. It begins with your day-to-day goals, what do you need to accomplish today, and every day this week or three days this week to help meet your goal? If you accomplish the goals you set for every day, chances are you will begin meeting weekly and monthly goals, which brings you in range of your bi-annual and annual goals.

- 2 **Monitor Your Progress:** The best way to reach your goals, big or small, is break them into smaller goals and to monitor your progress. Whether you're trying to get promoted, get a better job, get into graduate school, change careers, eat healthier or lose 10 pounds, the best way to know if you're making progress is to monitor it.
- 3 **Do the right thing:** Most confident people live by a value system and make their decisions based on that value system, even when it's hard and not necessarily in their best interest, but in the interest of the greater good.
- 4 **Exercise:** Besides benefitting your health in general, exercising helps memory retention, improves focus, helps manage stress and prevents depression. It's harder to be anxious when there is no excess energy to draw upon, and outside of being difficult uncomfortable at times, exercise improves every aspect of your life. So stay active, and create time to take of yourself.
- 5 **Be Fearless:** Failing isn't your enemy, its fearing failure that truly cripples you. If you set big goals and have big dreams, you're going to feel overwhelmed, and you're inevitably going to feel like you can't do it. In those moments you have to look inside yourself, and gather every ounce of courage you have and just keep going.
- 6 **Stand-up For Yourself :** When your goal, project, etc. is in its early stages, and someone says that your goal is stupid, or that you cannot do it, it's tempting to believe them because they're joining the chorus of doubts inside your head.
- 7 **Follow Through:** People respect people when they say they're going to do something and they do it. More importantly, you will respect yourself if you say you're going to do something and you do it, and belief in yourself will come easier, because you know you are not afraid of the work.
- 8 **Think Long-term:** Big goals require big sacrifices, you have to dig deep and really discipline yourself. In the moment it is tedious and frustrating and makes life significantly harder, but it will pay off, and the pride you feel will be worth it. You have to decide if your short-term comfort is more important than your long-term goals, but know that long-term goals will bring you far more happiness in the long run than your short-term comfort.
- 9 **Don't Care What Others Think:** There are going to be so many people who will tell you cannot accomplish your goal. Whether is it rejection from employers, schools, or just negative feedback from friends or family, people will try to tell you your goal is too big, or that you're not ready, or that you can't do it, that it's never been done before, etc., and you absolutely cannot listen to them.
- 10 **Do More of What Makes You Happy:** What do you love to do in your spare time? Is it to get outside, hike, kayak and enjoy the outdoors? Or do you live for lying

on your couch and watching all the excellent television that's available? Whatever it is you love, create space for it, because life is short- you need time to enrich your life and to recharge to be your best self.

## Body Language

While the key to success in both personal and professional relationships lies in your ability to communicate well, it's not the words that you use but your nonverbal cues or "body language" that speak the loudest. Body language is the use of physical behaviour, expressions, and mannerisms to communicate nonverbally, often done instinctively rather than consciously.

Whether you're aware of it or not, when you interact with others, you're continuously giving and receiving wordless signals. All of your nonverbal behaviours the gestures you make, your posture, your tone of voice, how much eye contact you make send strong messages. They can put people at ease, build trust, and draw others towards you, or they can offend, confuse, and undermine what you're trying to convey. These messages don't stop when you stop speaking either. Even when you're silent, you're still communicating nonverbally.

In some instances, what comes out of your mouth and what you communicate through your body language may be two totally different things. If you say one thing, but your body language says something else, your listener will likely feel that you're being dishonest. If you say "yes" while shaking your head no, for example. When faced with such mixed signals, the listener has to choose whether to believe your verbal or nonverbal message. Since body language is a natural, unconscious language that broadcasts your true feelings and intentions, they'll likely choose the nonverbal message.

However, by improving how you understand and use nonverbal communication, you can express what you really mean, connect better with others, and build stronger, more rewarding relationships.

## Importance of body language

Your nonverbal communication cues - the way you listen, look, move, and react - tell the person you're communicating with whether or not you care, if you're being truthful, and how well you're listening. When your nonverbal signals match up with the words you're saying, they increase trust, clarity, and rapport. When they don't, they can generate tension, mistrust, and confusion.

If you want to become a better communicator, it's important to become more sensitive not only to the body language and nonverbal cues of others, but also to your own.

## Body language can play five roles (Fig 7)

- **Repetition:** It repeats and often strengthens the message you're making verbally.
- **Contradiction:** It can contradict the message you're trying to convey, thus indicating to your listener that you may not be telling the truth.

Fig 7



Encoding and Decoding Body Language

- **Substitution:** It can substitute for a verbal message. For example, your facial expression often conveys a far more vivid message than words ever can.
- **Complementing:** It may add to or complement your verbal message. As a boss, if you pat an employee on the back in addition to giving praise, it can increase the impact of your message.
- **Accenting:** It may accent or underline a verbal message. Pounding the table, for example, can underline the importance of your message.

### Relationship Management

The term relationship management refers to a strategy in which an organization maintains an ongoing level of engagement with its audience and supply chain. This management can occur between a business and its customers, which is called business to consumer [B2C], or between a business and other businesses, which is referred to as business to business [B2B]. Relationship management aims to create a partnership between an organization and its patrons, instead of viewing the relationship as merely transactional. This is done through sales, service, and the analysis of data.

- Relationship management is what an organization undertakes to establish and maintain engagement with its customers and business partners.
- Management can occur as business-to-customer or business-to-business.
- Relationship management can benefit from the use of data analytics and software.
- Companies often employ relationship managers to oversee their relationships.
- Relationship management can increase brand loyalty, spot inefficiencies, attract new customers and suppliers, and mitigate risk.

### How Relationship Management Works

Businesses must establish and maintain good relationships with their business partners and their customers in order to succeed. This is done through relationship management. Relationship management involves strategies to build client support for a business and its offerings, and increase brand loyalty. Building a relationship most often occurs at the customer level, but it is valuable between businesses as well.

Building a relationship with client's yields rewards for all parties. Customers who feel that a company is responsive to their needs likely will continue to use that company's products and services. The same principle applies to relationships between businesses. Put simply, business partners are more likely to be loyal when there's a better connection between the two.

A company's reputation for responsiveness and generous post-sales involvement can often stimulate new sales. Maintaining communication with consumers lets a company identify potential problems before they come to a costly head.

### Types of Relationship Management

As noted above, businesses have different relationship management options available to them based on the subject. The first is business-to-consumer while the other is business-to-business. We've highlighted the basics of each below.

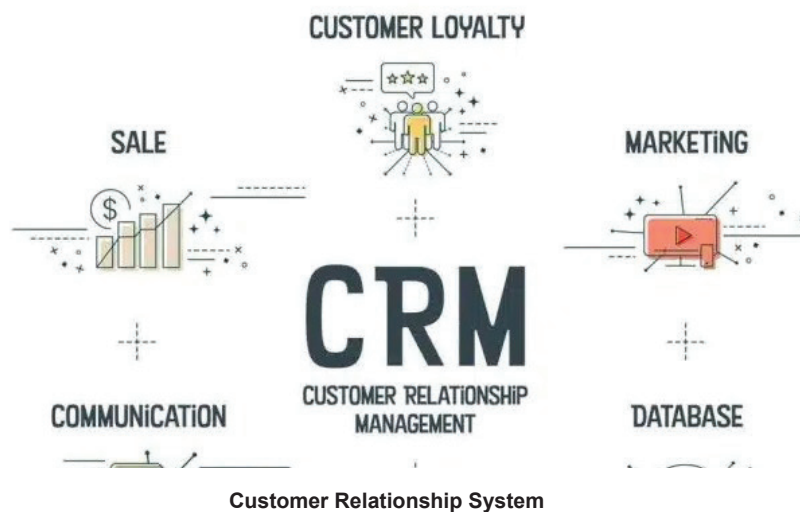
### Customer Relationship Management (CRM)

Business-to-customer or B2C businesses rely on customer relationship management (CRM) tools to build a solid rapport with their customers. CRM involves a significant amount of data and sales analysis as it seeks to understand market trends, the economic landscape, and consumer tastes. CRM also can include marketing techniques and a post-sales support program. A CRM program typically consists of written media (such as sales announcements, newsletters, and post-sale surveys),

video media communication (such as commercials), and tutorials. Ongoing marketing is critical to a business, as it is more costly to acquire a new customer than it is to

maintain a current customer. Marketing helps a business to gauge consumers' interests and needs and develop campaigns to maintain loyalty.

Fig 8



### Business Relationship Management (B2B)

Business relationship management, which is also called B2B management, promotes a positive and productive relationship between a company and its business partners. As such, business-to-business relationships occur with vendors, suppliers, distributors, and other associates. These relationships can also benefit from relationship management. BRM seeks to build trust, solidify rules and expectations, and establish boundaries. It also can help with dispute resolutions, contract negotiations, cross-sale opportunities, and controlling risk. For instance, companies that have a long-standing relationship with their suppliers may be able to negotiate a better price for supplies for quicker delivery. And having a good relationship may help increase payment times to them from, say, 30 to 45 days.

### Communication Skills

Communication is defined as the ability to convey or share ideas and feelings effectively.

Several experts agree that communication skills include:

- Conveying messages without misinterpretation or misleading others
- Effectively communicating with a range of people from all walks of life
- Navigating from casual or informal communication to formal communication
- Showing language mastery and command

### Effective Communication in the Workplace

Effective communication in the workplace is the ability to exchange and create a free flow of information with and among various stakeholders' at all organizational levels to produce impactful outcomes. The benefits of effective workplace communication include:

- Improved productivity
- Increased morale
- Higher employee satisfaction
- Greater trust in management
- Stronger teamwork
- Higher employee engagement

### Tips for improving communication skills in the workplace

**1 Learn to Listen:** Were you ever in a conversation that felt as if you were talking to a brick wall? Then you know how frustrating it is when someone just won't - or doesn't know how to - listen. Listening is literally half of the communication process - just like it takes two to tango, it takes a clear speaker and an active listener for effective communication to happen. However, listening takes way more patience than talking, while actually listening instead of pretending to listen is something very few people do. This puts a strain on communication.

### Here are some tips to improve your listening skills:

- Focus on the speaker by giving them your full attention
- Avoid all other distractions, like your phone, laptop, or another project
- Ask clarifying questions in case you don't understand what's being said - that'll also show that the conversation is engaging
- Paraphrase the speaker's words to ensure nothing gets lost in translation, by using phrases like "so, what you're saying is..." or "let me see if I get this right, you mean that..."

**2 Notice Nonverbal Cues :** Studies have claimed that nonverbal communication accounts for up to 93% of

the impact of any verbal message. This means that when someone is talking, they're saying much more through their body language. Knowing how to read the different types of nonverbal communication will significantly improve the quality of your communication. It's not an easy task, of course - people take classes to learn how to read body language. But you can begin improving by paying attention to your own nonverbal cues when you speak, and to those of the people around you.

**3 Practice Oral Communication:** You can never be too good at speaking. This is mainly because we take our oral skills for granted. Having used words our entire lives, we rarely stop to wonder whether our verbal communication is effective. Instead, we tend to blame the listener for not understanding or just assume that we have different opinions. This is why you should never cease to improve your verbal communication. Again, the first step involves observing yourself and others.

### Anger Management

While feeling our anger is important, how we relate to our anger is even more important, especially when it comes to being able to effectively discuss eating animals. When we relate to our anger in an unhealthy way, we've been hijacked by it; we're looking at the world through the lens of our anger. This can cause us to express contempt for the person who triggered our anger, such as by labelling them a "hypocrite" or even an "animal abuser." This can cause them to feel ashamed, and shame makes people defensive and less likely to change their behaviour. In contrast, when we relate to our anger in a healthy way, we recognize it as an emotion as a useful data point that can help us determine an effective way to begin addressing the injustice we perceive.

### Basic Requirements for becoming a Spa Therapist

Spa Therapist works in spa settings like day spa, resort spa, medi-spa and delivers spa treatments and techniques; massage, body scrubs, body wraps, and therapeutic baths. They are called 'therapists' for a very good reason as they promote a sense of well-being and other therapeutic benefits for their clients. The spa aims at providing a complete stress relief environment and relaxing zone to the clients. It Features the equilibrium of the mind, body, and soul, an idyllic sanctuary where guests can revitalize and align their senses. The treatment rooms have been so designed keeping in mind the type of treatment given. All the spaces boast a distinct ambiance.

As everybody knows that people visit a Spa to escape the stresses of their everyday life and to be pampered and at times to receive health benefits for them. In the 21st century, Spa therapy comprises as holistic, beauty, fitness and nutrition, etc and they are demanded both in India and foreign countries.

### Educational Qualification

To be eligible to become a Spa Therapist the minimum desired qualification for the aspiring candidates is 12th

class followed by some certificate or Diploma course in Spa Therapy.

### Roles of a Spa Therapist

- First and foremost, a Spa therapist should be able to create a relaxing atmosphere.
- A Spa Therapist should have a professional attitude as they have to be the consummate professional at all times; immaculate appearance, excellent customer service, and smile.
- They should also be able to remain calm under pressure. A spa is a relaxing haven for people, somewhere where they can relax in a beautiful, serene environment.
- The Spa therapist is key in creating this ambiance and must do everything she/he can to maintain the serenity; keeping calm under pressure, leaving personal problems at home, have patience.
- They should always have the desire to serve such as they have to be sincere about caring for people and get a real buzz about making a difference in people's lives.
- They should be aware of health or safety measures, good at managing time, tactful, good listeners, and have caring attitudes.
- They should also have dedication, concentration, and zeal to serve customers in the best possible way.

### Responsibilities of a Spa Therapist

It is a Spa Therapists' responsibility to ensure they do everything they can to help make the environment as relaxing and serene as possible. Spa Therapists deliver body treatments; body wraps, aromatherapy, and body scrubs as per the required environment. They attempt to bring about a balance of mind, body, and soul of the person who is being treated.

### Spa Therapist Career Options

The outlook for Spa Therapists is very good especially since the spa is one of the fastest-growing sectors of the beauty industry. Spa Therapists have a myriad of different spa therapies and treatments to aspire to. Opportunities exist to move on to senior therapists or management.

The job prospects are bright both in India and other countries as well. As per a FICCI-PWC 2011 report, wellness services in India will require 600,000 additional skilled personnel over the next five years. There is also an immense growth in the Spa industry during the past decade.

- SPA Therapists can work as self-employed practitioners, independent contractors, salaried or commissioned employees, or in private or group offices.
- Candidates with entrepreneurial mindsets can launch their own clinics, where the practitioner or the owner of the clinic, can also hire additional practitioners and can even allow them to practice in the same area for an appropriate fee.

- Applicants can also team up with other health professionals to start multidisciplinary clinics, where all sorts of alternative health care can be provided.

### Job Opportunities India and Abroad

- Ayurvedic Therapist
- Beautician & Spa Therapist
- Massage Therapist
- Spa Therapist
- Spa Supervisor

### Spa Therapist Remuneration/Earning

Spa therapists' earnings are dependent on so many factors like location, business type, therapist experience, and qualifications. Newly qualified Spa therapists may earn Rs.15,000 to Rs.20,000 per month. Therapists with a few years of experience can earn Rs.20,000 to Rs.25,000 per month. And if they move into management, then they may earn Rs.30,000 to Rs.50,000 per month or even more than this.

### How to Start your own Spa Business

#### 1 Understand Your Market

Before you start picking out a name and hiring practitioners, it's important to have a clear idea of the market scenario. A clear understanding of your target customers, competitors, and trends will help you understand what works and what doesn't.

#### 2 Research your market

On your quest to open your own spa, the first thing that you need to do is skilfully research the market. A good practice would be to engage on platforms such as Facebook and Instagram and understand what is trending right now, what people are looking for, and what different spas offer. But wait, there's more, you can even visit your local competitors, explore their setup, book an appointment with them and get an idea of how they run their business. It just couldn't be simpler.

#### 3 Know the target customers

Here's something most people agree on – spas are considered a woman-centric industry and that makes most of the spas run in a way to attract female clients. Here's the main issue with that – in today's world, men account for nearly half of the spa visits, yet they're still very much ignored, making them a largely untapped market. However, many spas are now trying to get their hold on this opportunity.

Before you go out and start your spa business, you must have a clear understanding of your target clients, the people you want to focus on and then you can work out a plan in line with their tastes and preferences. Some common demographic targets can be men, pregnant women, toddlers, teens, etc. If your plan is a mobile spa, then you can target bachelorette or birthday parties. Once you get it done, you'll get a fair idea of what you need to offer. Start small and expand your target clients as you grow.

#### 4 Identify your niche

A niche is a focused area of a broader market that businesses can serve to differentiate themselves from the competition. Business owners generally find a niche in their industry that has underserved or unmet needs.

Start with identifying your target audience, realize an underserved market, research your customer base, and market your business to your specific audience. If you plan to serve only men, male clients can become your niche and you can provide services like grooming and waxing.

#### 5 Setting Your Goals

Setting goals is the first step in accomplishing something. Goals give you a purpose, a purpose that sets you in action. Once you've understood the market, you'll have a fair idea of what you want to do.

To get started, draw up a sheet with your short and long-term goals that are realistic and prioritize them as per the necessity. Some common goal examples are:

- Achieving X massage hours per week.
- Expand to a team of 5 by the end of the year.
- Add four new massages to the menu by the end of the year.
- Achieve a profit margin of 30% by the end of 5 years.

Assigning deadlines to achieve these goals will automatically set an order of priority in your head, enhancing your performance and making your spa the best in the area. You can also use a free template to work it out.

#### 6 Finding the Ideal Location

Some top tips to consider when looking for a location are-

- Parking availability
- Surrounding businesses
- Competitors nearby
- Visibility of your spa
- Type of area
- Accessibility
- Foot traffic
- Demographics

By now, you'll have realized there's one more addition to the decision of location, how big an area do you need? To get a better idea, try asking these questions to yourself:

- How many people will I serve at once, and how many staff members are there?
- How many treatment rooms do I need?
- What is the purpose of each treatment room individually?
- How big should the waiting area be?
- What are the general spa requirements like reception, storage, and staff areas?

- How are you planning about the common areas like locker rooms?

## 7 Calculating the Start-up Costs

Some typical spa start up costs involved is

- Registration of the business
- Rent of the location
- Construction costs and furniture
- Utilities like water and electricity
- Equipment for the spa-like massage table and facial chairs
- Staff salaries
- Initial supplies and inventory like massage oils and candles
- Certifications and licenses
- Marketing costs
- Legal and consulting fees
- Website

### Common Phrases in English

Try saying each phrase aloud four times. Yes, four times! Then, print this list of phrases.

If you have a conversation partner, ask your exchange partner to say the phrases while you record them on a smartphone, computer or recording device. That way you can listen to the recording and practice the pronunciation by yourself at home. Then, choose two phrases each day to focus on. Here is what you could do every day to learn each phrase:

- Picture a situation in your mind where you could use the phrase. Imagine the other people in the scene and what they are saying. See yourself saying the phrase.
- Listen and/or look for the phrase while you watch TV, listen to the radio, read blogs, etc.
- Then, once you have looked up the phrase, use it in casual writing. Write a tweet (on Twitter), a Facebook post or an email to a friend.
- Finally, use the phrase in 2-5 real conversations.

### Examples of common phrases used in different occasion

#### 1 English Phrases for Introducing Yourself and Making Friends

- Hi! I am [Name]. (And you?)
- What do you like to do (in your free time)?

#### 2 Everyday english phrases for anywhere

- I really appreciate...

#### 3 Common Phrases for Learning English

- What does \_\_\_\_\_ mean?

#### 4 Everyday english phrases for shopping

- I am looking for...
- Do you have this [object] in a different color?
- I need this in a size \_\_\_\_\_.
- Where can I find [item]?
- How much does this/that cost?

#### 5 Common english phrases for work

- Please call me (back) at...
- Actually, I thought...
- I am (just) about to [verb]...

#### 6 Common english idioms

- Break the ice
- A piece of cake
- Under the weather
- Up for/Down for (something)
- Play it by ear
- Call it a day/night
- Get away with (something)
- Get over something
- Hang out
- Take (one's) time

### Basic english grammar for communication

The four most basic grammar topics are explained, which consists of 1) subject, 2) predicate, 3) verb, and 4) article. This is the absolute minimum you should know. After you become comfortable with speaking, then you can study more advanced grammar topics. For now, please review and study the four items described below.

#### What is a subject?

The subject in a sentence is "who" or "what" you are talking about. Every sentence needs a subject. If you don't have a subject, then the sentence is incorrect and nobody will understand what you are talking about. In other languages, the subject is not always required.

Verbally, the person listening to you will understand what you are talking about, so a subject is not required. In English, a subject is always required.

Here are examples of small sentences with the subject underlined.

"I am hungry"

"My brother is very smart"

"That computer is very expensive"

"We are going to the store now"

"My sister and I will be waiting here"

"The building is very big"

"When are you going to eat lunch?"

"Why are they waiting in line?"

"Who is going to take you to the store?"

### What is a predicate?

The predicate in a sentence is the section that informs the person what the subject is or what it is doing. It is a phrase that contains a verb. The verb is always in the predicate. Let's look at the sentences we used in the subject lesson to identify the predicates. They will be underlined.

"I am hungry"

"My brother is very smart"

"That computer is very expensive"

"We are going to the store now"

"The building is very big"

In the above short sentences, we have identified the subject and predicate. In the most basic sentences, you need a subject and an action associated with the subject.

### What is a verb?

A verb is an action, existence, or occurrence. In the simple sentences we used so far, the verb is mostly in the existence form. They are "am", "is", and "are".

Other types of verbs are action verbs such as:

- Wash
- Run
- Walk
- Throw
- Jump
- Dance
- Laugh
- Learn
- Teach

There are many action verbs, but I only listed a few to let you know what I am referring to. Here are some sentences to help you understand.

"I need to wash my face"

"Jane taught Jill"

"Mike is laughing"

A verb can also start at the beginning of the sentence.

"Throw the ball at the catcher"

"Run towards the finish line"

It is important to understand the verb, but having just a subject and a verb is not sufficient. For example, "Jill run" is not a complete sentence. Although Jill can be the subject, and "run" is the verb, this is not a complete sentence. That is why the previous lesson on predicate is important. With the predicate, we can turn the sentence into a proper sentence. "Jill is running".

### What is an Article?

Articles seem so easy, but it is extremely difficult to teach. "A", "An", and "The" are all articles. It is easy to explain the difference between them, but it is difficult to explain when they are used. "A" and "An" have the same meaning.

They are both indefinite articles. They are only different depending on what word or sound is following. Here is a brief explanation.

You should use "A" when the following word starts with a consonant.

"A dog..."

"A boy..."

"A building..."

"A hamburger..."

You should use "An" when the following starts with a vowel sound.

"An eagle..."

"An umbrella..."

"An elephant..."

"An awesome book..."

"The" is a definite article. The difference is if the noun or subject you are talking about is specific or not. Examples are the best way to understand the difference, so let's take a look. If you say, "I am going to a library to study", then the person you are speaking with does not know which library. If you say, "I am going to the library to study", then the person you are speaking with knows the specific library you are going to.

"I am going to a coffee shop" (No specific coffee shop)

"I am going to the coffee shop" (A specific coffee shop both the speaker and listener know)

Here is a slightly different example, but still using the same concept of specific or general.

"I am going to sit in front of one of the computers in the lab"

"I am going to buy a computer"

Although the computer in the lab can be one of many computers, the correct article is "the" because it is still a specific computer that exists in the lab. However, if you say you are going to buy a computer, you cannot use "the" unless you already have the computer specified. Buying a computer can be any brand, type, or size so it is very general. Therefore, you must use "A" in this type of sentence.

Here is another type of example:

"The heat wave is unbearable"

"I heard a heat wave is coming"

The difference between these two sentences is that the "heat wave" is specified in the first sentence, and not specified in the second sentence. In the first sentence, the heat wave is already present and both the speaker and listener know that the heat wave they are talking about is the one they are currently experiencing. The second sentence is referring to a future heat wave that is not specific.

## Introduction to the human body system

**Objectives:** At the end of this lesson you shall be able to

- describe the different parts of our human body
- illustrate, muscles and bones of human body for spa therapy.

### General introduction to human body

The human body is the structure of a human being. It is composed of many different types of cells that together create tissues and subsequently organ systems. It comprises a head, hair, neck, trunk (which includes the thorax and abdomen), arms and hands, legs and feet. In humans, the skeletal system consists of bones, joints and associated cartilages. The human body is composed of elements namely hydrogen, oxygen, carbon, calcium and phosphorus .

An adult human has 206 bones in their body and variety of different joints. The human skeleton can be divided into two components: the axial skeleton and the appendicular skeleton. The axial skeleton is formed around the central axis of the body and thus includes the skull, spine, and ribcage. It protects the brain, spinal cord, heart, lungs, esophagus and major sense organs like the eyes, ears, nose, and tongue. The appendicular skeleton is related to the limbs and consists of the bones of the arms and legs, as well as the shoulder and hip girdles.

### Axial skeleton anatomy

The adult axial skeleton consists of 80 bones. It's made up of the bones that form the vertical axis of the body, such as the bones of the head, neck, chest, and spine.

#### Skull bones

The adult skull comprises 22 bones. These bones can be further classified by location:

- **Cranial bones:** The eight cranial bones form the bulk of your skull. They help to protect your brain.
- **Facial bones:** There are 14 facial bones. They're found on the front of the skull and make up the face.

#### Auditory ossicles

The auditory ossicles are six small bones found within the inner ear canal in the skull. There are three auditory ossicles on each side of the head, known as the:

- malleus (hammer)
- incus (anvil)
- stapes (stirrup)

They work together to transmit sound waves from the surrounding environment to the structures of the inner ear.

#### Hyoid

The hyoid is a U-shaped bone found at the base of the jaw. It serves as a point of attachment for muscles and ligaments in the neck.

### Vertebral column

The vertebral column is made up 26 bones. The first 24 are all vertebrae, followed by the sacrum and coccyx (tailbone).

The 24 vertebrae can be further divided into the:

- **Cervical vertebrae:** These seven bones are found in the head and neck.
- **Thoracic vertebrae:** These 12 bones are found in the upper back.
- **Lumbar vertebrae:** These five bones are found in the lower back.

The sacrum and coccyx are both made up of several fused vertebrae. They help support the weight of the body while sitting. They also serve as attachment points for various ligaments.

### Thoracic cage

The thoracic cage is made up of the sternum (breastbone) and 12 pairs of ribs. These bones form a protective cage around the organs of the upper torso, including the heart and lungs. Some of the ribs attach directly to the sternum, while others are linked to the sternum via cartilage. Some have no attachment point and are referred to as "floating ribs."

### Appendicular skeleton anatomy

There are a total of 126 bones in the appendicular skeleton. It consists of the bones that make up the arms and legs, as well as the bones that attach them to the axial skeleton.

#### Pectoral girdle

The pectoral girdle is where the arms attach to the axial skeleton. It's made up of the clavicle (collarbone) and scapula (shoulder blade). There are two of each of these — one for each arm.

#### Upper limbs

Each arm contains 30 bones, known as the:

- **Humerus:** The humerus is the long bone of the upper arm.
- **Radius:** The radius is one of two long bones of the forearm, found on the thumb side.
- **Ulna:** The ulna is the second long bone of the forearm, found on the pinky finger side.
- **Carpals:** The carpals are a group of eight bones found in the wrist area.

- **Metacarpals:** The metacarpals are five bones found in the middle area of the hand.
- **Phalanges:** The phalanges are 14 bones that make up the fingers.

### Pelvic girdle

The pelvic girdle, commonly known as the hips, is where the legs attach to the axial skeleton. It's made up of two hipbones - one for each leg.

Each hip bone consists of three parts, known as the:

- **Ilium:** The ilium is the top portion of each hip bone.
- **Ischium:** The ischium is a curved bone that makes up the base of each hip bone.
- **Pubis:** The pubis is located in the front part of the hip bone.

### Lower limbs

Each leg is composed of 30 bones, known as the:

- **Femur:** The femur is the large bone of the upper leg.
- **Tibia:** The tibia is the main bone of the lower leg. It forms the shin.
- **Fibula:** The fibula is the second bone in the lower leg, found in the outer leg.
- **Patella:** The patella is also called the kneecap.
- **Tarsals:** The tarsals are the seven bones that make up the ankle.

- **Metatarsal:** The metatarsals are the five bones that make up the middle area of the foot.

- **Phalanges:** The phalanges are 14 bones that comprise the toes.

### Function of the skeletal system

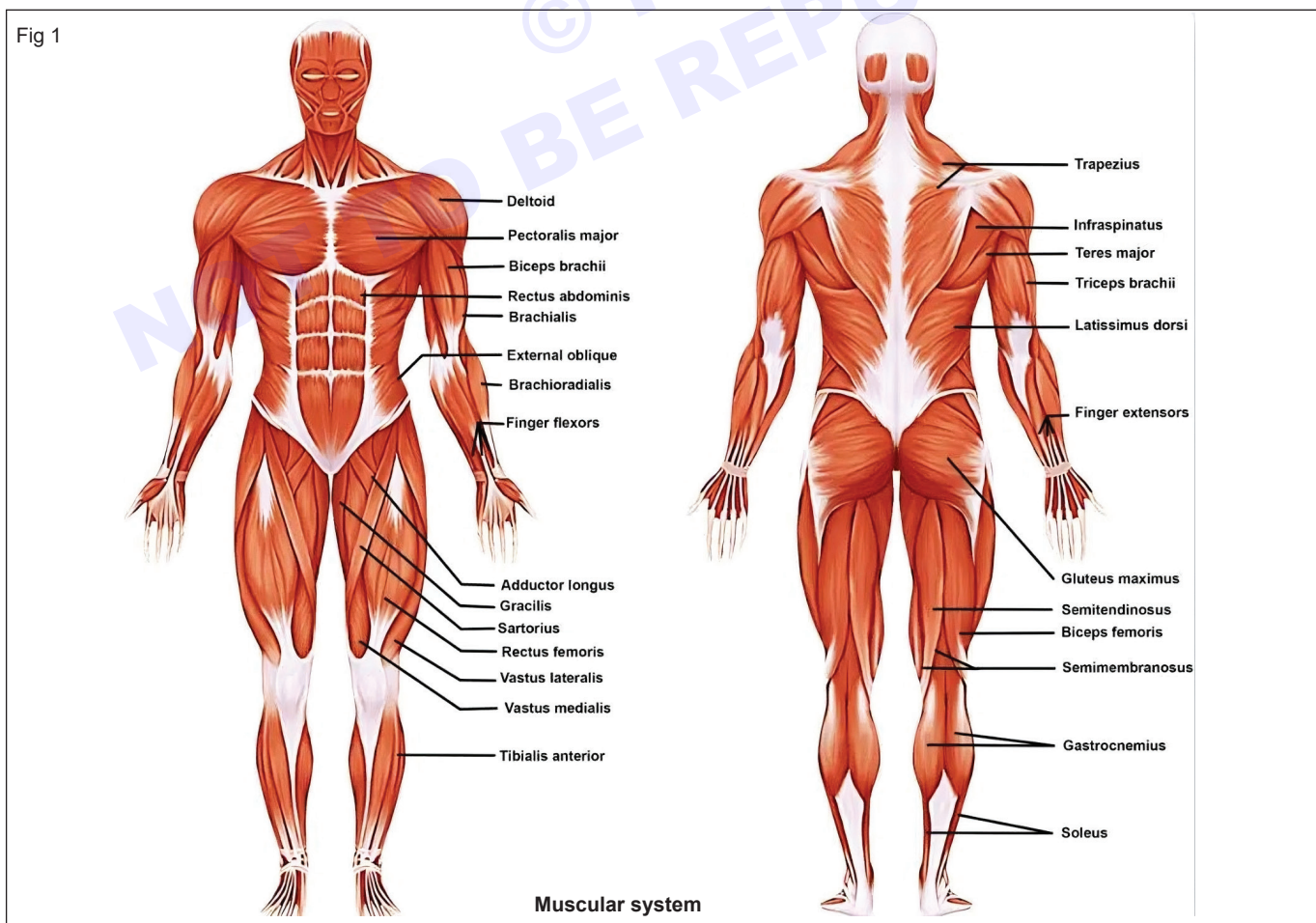
The skeletal system's main function is to provide support for the body. For example, the spinal column provides support for the head and torso. The legs, on the other hand, support and bear the weight of the upper body while a person stands.

But the skeletal system has several additional functions, including:

- Protecting internal organs from injury.
- Allowing for movement.
- Producing blood cells.
- Storing minerals and nutrients.

### Muscular system

The muscular system is an organ system, involved majorly in the movement of the body. There are nearly 700 muscles that are connected to the bones of the skeletal system, which roughly half make up the human's body weight. Every muscle is a different organ made of blood vessels, skeletal muscle tissue, nerves, and tendons. Muscle tissues are found in the heart, blood vessels, and digestive system. There are three kinds of muscle tissues, namely cardiac, visceral and skeletal. (Fig 1)



## Cardiac muscle

Cardiac muscles are present only in the heart. These muscles are responsible for the pumping action of the heart and therefore are responsible for the circulation of blood throughout the body.

Cardiac muscles are also an involuntary type of muscle because the contraction of these muscles cannot be controlled consciously. Cardiac muscle cells are uninucleated, striated and branched. The cardiac muscle cells are straight which reveals that they seem to have dark and light stripes when seen under a microscope. The protein fibres arrangement within the cells is responsible for these dark and light stripes.

## Visceral muscle

Visceral muscles are found within organs such as the intestines, the blood vessels and the stomach. These muscle tissues cause contractions within the organs, which help in the transportation of materials within the organs. The activity of these muscles cannot be controlled consciously, and therefore these are also a type of involuntary muscle.

Visceral muscle cells are uninucleated and spindle-shaped cells. It is also known as a smooth muscle since it has a uniform and smooth appearance when observed under the microscope.

## Skeletal muscle

Skeletal muscles are the voluntary muscles of the body. The activity of these muscles can be controlled by conscious thought. These muscles help in physical actions such as walking, lifting, writing etc. The skeletal muscle is responsible for moving the body parts that are connected to the bone. The skeletal muscle cells are multinucleated, cylindrical and striated in nature.

## Nervous system

The nervous system or the neural system is a complex network of neurons specialized to carry messages. The complexity of the nervous system increases as we move towards higher animals. In the human body, the neural system integrates the activities of organs based on the stimuli, which the neurons detect and transmit. They transmit messages in the form of electrical impulses and convey messages to and from the sense organs. Thus, the nervous coordination involves the participation of the sense organs, nerves, spinal cord, and brain.(Fig 2)

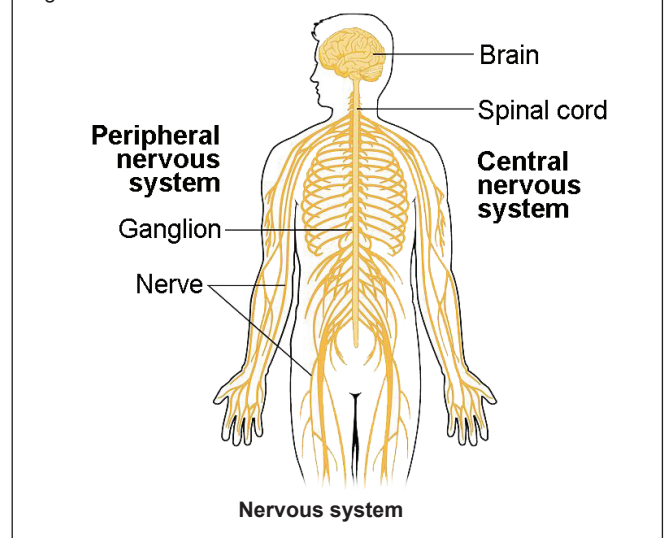
One of the most complex organ system to ever evolve, the human nervous system consists of two parts, namely:

- 1 Central Nervous System (consists of the brain and spinal cord)
- 2 Peripheral Nervous System (includes all the nerves of the body)

### Central nervous system

Central Nervous System (CNS) is often called the central processing unit of the body. It consists of the brain and the spinal cord.

Fig 2



### Brain

The brain is one of the important, largest and central organ of the human nervous system. It is the control unit of the nervous system, which helps us in discovering new things, remembering and understanding, making decisions, and a lot more. It is enclosed within the skull, which provides frontal, lateral and dorsal protection. The human brain is composed of three major parts:

- **Forebrain:** The anterior part of the brain, consists of Cerebrum, Hypothalamus and Thalamus.
- **Midbrain:** The smaller and central part of the brainstem, consists of Tectum and Tegmentum.
- **Hindbrain:** The central region of the brain, composed of Cerebellum, Medulla and Pons.

### Spinal cord

The spinal cord is a cylindrical bundle of nerve fibers and associated tissues enclosed within the spine and connect all parts of the body to the brain. It begins in continuation with the medulla and extends downwards. It is enclosed in a bony cage called vertebral column and surrounded by membranes called meninges. The spinal cord is concerned with spinal reflex actions and the conduction of nerve impulses to and from the brain.

### Peripheral nervous system

Peripheral Nervous System (PNS) is the lateral part of the nervous system that develops from the central nervous system which connects different parts of the body with the CNS. We carry out both voluntary and involuntary actions with the help of peripheral nerves.

PNS includes two types of nerve fibers:

- **Afferent nerve fibers** – These are responsible for transmitting messages from tissues and organs to the CNS.
- **Efferent nerve-fibers** – These are responsible for conveying messages from CNS to the corresponding peripheral organ.

## Nerves

Nerves are thread-like structures that emerge from the brain and spinal cord. It is responsible for carrying messages to all the parts of the body. There are three types of nerves. Some of these neurons can fire signals at speeds of over 119 m/s or above 428 km/h.

- Sensory nerves send messages from all the senses to the brain.
- Motor nerves carry messages from the brain to all the muscles.
- Mixed nerves carry both sensory and motor nerves.

## Endocrine System

Hormones are chemicals that affect a lot of the bodily functions ranging from hunger, reproduction and growth to much more complicated functions like human emotions and behaviour. These hormones are produced in our body through nine primary glands and these glands, along with other organs that provide auxiliary functions make up the endocrine system. Major endocrine glands are basically,

### Pituitary gland

Enclosed deep within the skull, the pituitary gland is the size of a pea. It hangs on a stalk at the base of the brain. It consists of an anterior portion that produces hormones and a posterior portion that has many neural links. This gland is regarded as the master gland as it controls the functions of all the other glands (such as the adrenal, thyroid glands) in the endocrine system. The pituitary gland stimulates the adrenal gland to secrete cortisol, a steroid hormone controls a range of activities from controlling the body's metabolism to stimulating blood pressure. The pituitary gland also secretes prolactin, which stimulates the production of milk.

### Thyroid gland

The thyroid glands can be found at the front of the neck. It sits low in the throat, between the windpipe. Brownish red, it has blood vessels coursing through it. It secretes hormones that are collectively called thyroid hormones. The most prominent are T3 and T4, which influence the body's rate of metabolism.

### Parathyroid glands

The parathyroid glands consist of four small glands that are located behind the thyroids in the neck. They influence the calcium levels in the body by producing a hormone called Parathyroid Hormone. Sometimes, when the gland produces excess parathyroid hormones, it can have negative effects such as brittle bones and kidney stones.

### Adrenal glands

The adrenal glands sit atop the kidneys and are no larger than a walnut. These glands produce over 150 hormones that regulate different functions in the body. The most well known is Adrenaline, which triggers the flight or fight response. In other words, this is a stress hormone that helps the organism to either face a dangerous situation or to avoid it altogether. It does this by:

- Increasing blood sugar levels
- Increasing the blood supply to the muscles, particularly to the limbs.
- Dilating the pupils
- Increasing the heart rate
- Tightening the jaw muscles.

## Pancreas

The pancreas is exocrine as well as an endocrine gland that sits behind the stomach. It is roughly 6 inches long and rather flat. The pancreas has two primary roles to play:

- Producing digestive enzymes
- Producing hormones such as insulin and glucagon.

Insulin is produced by the  $\beta$  cells in the pancreas and it helps in regulating the blood glucose levels in the body from getting too high. As we are all aware, the lack of insulin causes type 1 and type 2 diabetes. The hormone glucagon is produced by  $\alpha$  cells of the pancreas and it helps the body to prevent the glucose levels from dropping too low. Lack of glucagon leads to hypoglycaemia. Another key difference between the two is insulin becomes active when the blood glucose levels are high, and glucagon become active only when blood glucose levels are low.

## Gonads

Some glands are specific to males or females. For instance, the ovaries are specific to females and are located in the pelvic cavity. While the testes are specific to males. Ovaries produce estrogens that are important for reproduction and female sex characteristics. Testes produce testosterone that is responsible for male sex characteristics. Also, it results in increased muscle mass and body hair.

## Pineal gland

The pineal gland is located between the two halves of the brain. It was also known as the "third eye" for most of history due to its location in the brain and its connection with light. It produces a hormone known as melatonin which influences the body's internal clock.

## Cardiovascular system

The cardiovascular system consists of the heart, blood vessels, and blood. Its primary function is to transport nutrients and oxygen-rich blood to all parts of the body and to carry deoxygenated blood back to the lungs. (Fig 3)

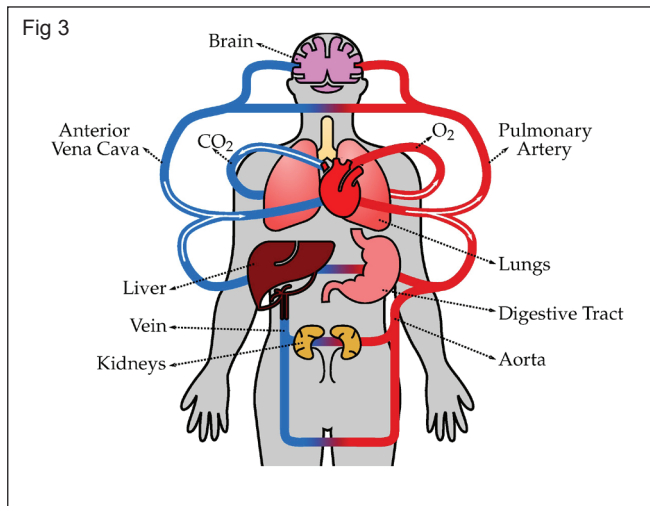
### Components of the cardiovascular system

The cardiovascular system is the system responsible for delivering blood to different parts of the body. It consists of the following organs and tissues:

- **The heart:** A muscular pump that forces blood around the body.
- **A closed system of blood vessels:** These vessels include:
- **Arteries:** Vessels that carry blood away from the heart.

- **Veins:** Vessels that bring blood back to the heart.
- **Capillaries:** Tiny vessels that branch off from arteries to deliver blood to all body tissues.

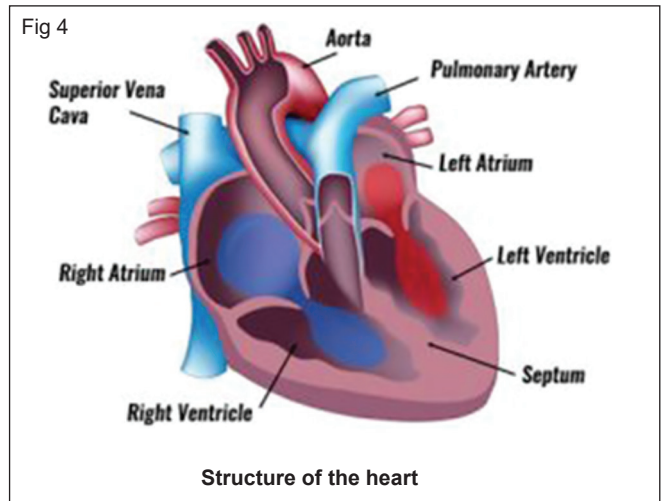
There are two blood circulatory systems in the body. The first is the systemic circulatory system. This is the main blood circulatory system that transports blood to the organs, tissues, and cells throughout the body. The second is the pulmonary circulatory system. This circulatory system moves blood between the heart and lungs. It is where oxygen enters the blood and carbon dioxide leaves the blood.



### Structure of the heart

The heart consists of four distinct chambers: two upper chambers called “atria” and two lower chambers called “ventricles.” A wall or “septum” separates the atria and ventricles. Valves control the flow of blood within the different chambers. (Fig 4)

- 1 Blood follows the following path through the heart:
- 2 Blood lacking oxygen returns from the body and enters the right atrium (upper right chamber) via the inferior vena cava and superior vena cava veins.
- 3 Blood flows through the tricuspid valve and enters the right ventricle (lower right chamber).
- 4 The right ventricle pumps blood through the pulmonary valve and out of the heart via the main pulmonary artery.
- 5 The blood then flows through the left and right pulmonary arteries into the lungs. Here, the process of breathing draws oxygen into the blood and removes carbon dioxide. As a result, the blood is now rich in oxygen.
- 6 The blood returns to the heart and flows into the left atrium (upper left chamber) via four pulmonary veins.
- 7 Blood flows through the mitral valve and enters the left ventricle (lower left chamber).
- 8 The left ventricle pumps the blood through the aortic valve into a large artery called the “aorta.” This artery delivers blood to the rest of the body



**The importance of the heart:** The heart pumps blood through closed vessels to every tissue within the body. The blood itself then delivers nutrients and oxygen to all cells in the body. Without blood, the cells and tissues would not function at their total capacity and would begin to malfunction and die.

**Lymphatic system:** The lymphatic system (also called the lymphoid system) is part of the immune system. The system moves lymph, a clear fluid containing white blood cells, through your bloodstream. The lymphatic system involves many organs, including the tonsils, adenoids, spleen, and thymus. Lymph nodes filter out bacteria and cancer cells and create white blood cells to fight infection. These nodes are found throughout the body (neck, armpits, groin, chest, and abdomen). (Fig 5)

**Working of lymphatic system:** The lymphatic system includes tissues, vessels, and organs that move fluid throughout the body and fight infection. When excess plasma (the liquid portion of blood) collects in your body’s tissues, the lymphatic system collects it and moves it back into your bloodstream.

### From Your Tissues to Your Lymph Nodes

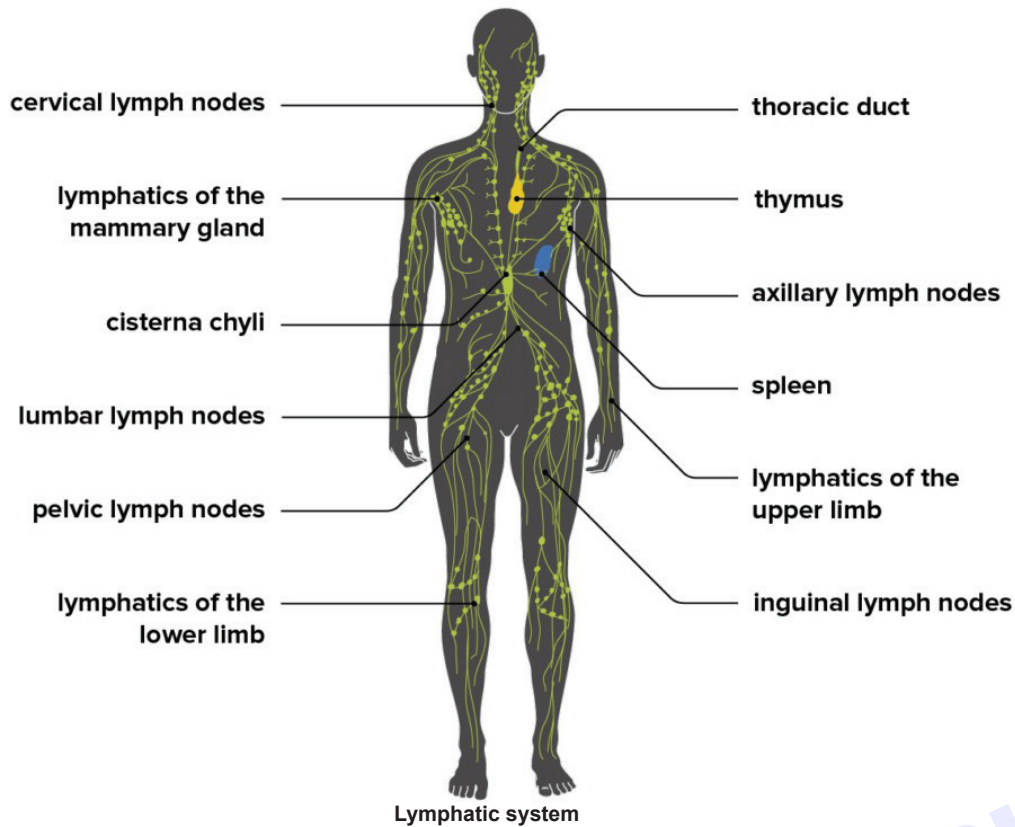
Lymphatic vessels are tiny blood vessels and tubes that move lymph from tissues to lymph nodes, which filter out damaged and cancer-causing cells. In addition, the lymph nodes create immune cells to fight infection and other harmful substances it detects in the fluid

### Through Lymphatic Vessels to Collecting Ducts

Once the lymph passes through the lymph nodes, it continues through the lymphatic vessels until it reaches the collecting ducts. There, it empties before returning the filtered lymph to your blood-stream.

**Lymphatic System Organs:** In addition to lymph, lymphatic vessels, lymph nodes, and collecting ducts, many organs are involved in the lymphatic system. Primary lymphatic organs produce immune cells called lymphocytes, while secondary lymphatic organs fight off germs and harmful substances. Primary lymphatic organs include:

Fig 5



- **Bone marrow:** This sponge-like tissue is located inside your bones. Here, immune cells grow and multiply.
- **Thymus:** This gland is located behind the breastbone. Immune cells, called T-cells, mature in the thymus.
- Secondary lymphatic organs include:
  - **Spleen:** This organ sits in the left upper corner of the abdomen. The spleen stores immune cells and platelets and break down red blood cells.
  - **Tonsils:** These are located in the throat. They stop germs from entering the body through the mouth and nose. They also use white blood cells to fight infection.
  - **Lymph nodes:** These bean-shaped glands are located throughout the body, including the armpits, groin, and neck. They filter lymph and create antibodies.
  - **Mucous membranes:** These are located through your respiratory and digestive systems. The membranes in your bowel wall, appendix, respiratory and urinary tracts, and vagina fight off foreign substances and infections.
- **External nostrils** – For the intake of air.
- **Nasal chamber** – which is lined with hair and mucus to filter the air from dust and dirt.
- **Pharynx** – It is a passage behind the nasal chamber and serves as the common passageway for both air and food.
- **Larynx** – Known as the sound box as it houses the vocal chords, which are paramount in the generation of sound.
- **Epiglottis** – It is a flap-like structure that covers the glottis and prevents the entry of food into the windpipe.
- **Trachea** – It is a long tube passing through the mid-thoracic cavity.
- **Bronchi** – The trachea divides into left and right bronchi.
- **Bronchioles** – Each bronchus is further divided into finer channels known as bronchioles.
- **Alveoli** – The bronchioles terminate in balloon-like structures known as the alveoli.
- **Lungs** – Humans have a pair of lungs, which are sac-like structures and covered by a double-layered membrane known as pleura.

### Respiratory system of Humans

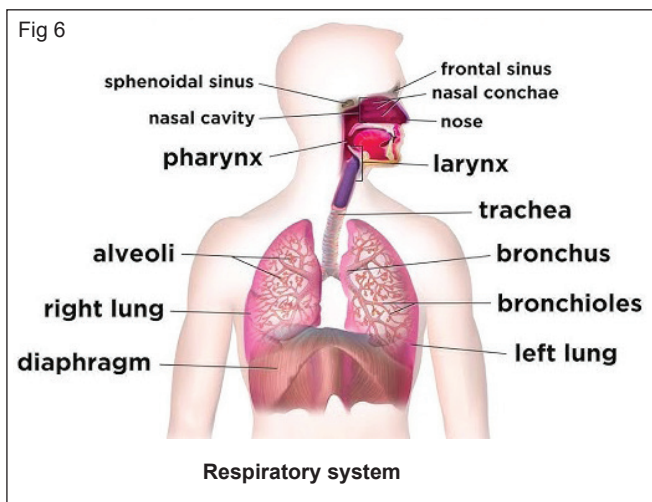
Breathing involves gaseous exchange through inhalation and exhalation. The human respiratory system has the following main structures – Nose, mouth, pharynx, larynx, trachea, bronchi, and lungs (Fig 6)

### Respiratory System Parts and Functions

#### Respiratory Tract

The respiratory tract in humans is made up of the following parts:

Air is inhaled with the help of nostrils, and in the nasal cavity, the air is cleansed by the fine hair follicles present within them. The cavity also has a group of blood vessels that warm the air. This air then passes to the pharynx, then to the larynx and into the trachea.



The trachea and the bronchi are coated with ciliated epithelial cells and goblet cells (secretory cells) which discharge mucus to moisten the air as it passes through the respiratory tract. It also traps the fine bits of dust or pathogen that escaped the hair in the nasal openings. The motile cilia beat in an ascending motion, such that the mucus and other foreign particles are carried back to the buccal cavity where it may either be coughed out (or swallowed.) Once the air reaches the bronchus, it moves into the bronchioles, and then into the alveoli.

### The Human Digestive System

The digestive system of the human body comprises a group of organs working together to convert food into energy for the body. Anatomically, the digestive system is made up of the gastrointestinal tract, along with accessory organs such as the liver, pancreas and gallbladder. The hollow organs that make up the gastrointestinal tract (GI tract) include the mouth, stomach, oesophagus, small intestine and large intestine that contains the rectum and anus.

### Parts of the Human Digestive System

#### Mouth

Food starts its journey from the mouth or the oral cavity. There are many other organs that contribute to the digestion process, including teeth, salivary glands, and tongue. Teeth are designed for grinding food particles into small pieces and are moistened with saliva before the tongue pushes the food into the pharynx.

#### Pharynx

A fibro-muscular y-shaped tube attached to the terminal end of the mouth. It is mainly involved in the passage of chewed/crushed food from the mouth through the oesophagus. It also has a major part in the respiratory system, as air travels through the pharynx from the nasal cavity on its way to the lungs.

#### Oesophagus

This is a muscular tube that connects the pharynx, which is a part of an upper section of the gastrointestinal tract. It supplies swallowed food along with its length.

### Stomach

It serves as a muscular bag which is situated towards the left side of the abdominal cavity, beneath the diaphragm. This vital organ acts as a storage for the food and provides enough time to digest meals. The stomach also produces digestive enzymes and hydrochloric acid that maintains the process of digestion.

### Small Intestine

The small intestine is a thin, long tube of about 10 feet long and a part of the lower gastrointestinal tract. It is present just behind the stomach and acquires a maximum area of the abdominal cavity. The complete small intestine is coiled and the inner surface consists of folds and ridges.

### Large Intestine

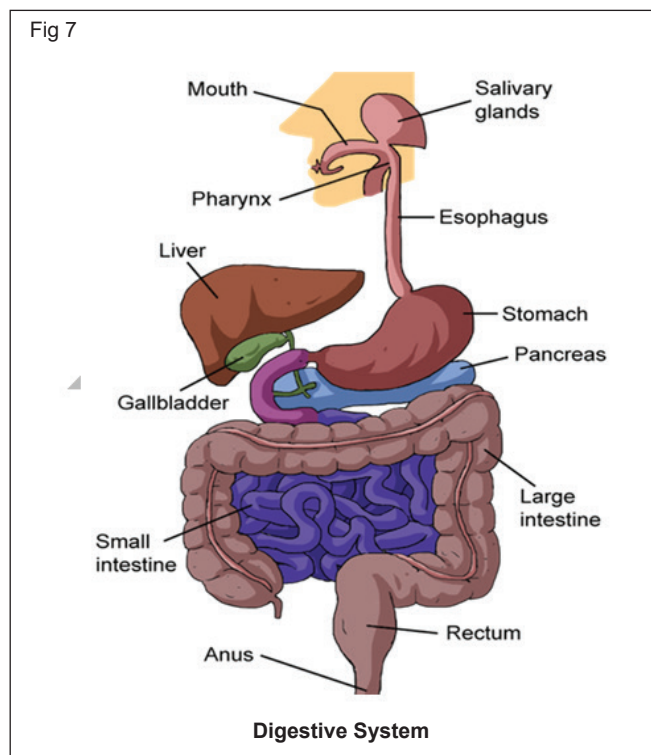
This is a thick, long tube measuring around 5 feet in length. It is present just beneath the stomach and wraps over the superior and lateral edges of the small intestine. It absorbs water and consists of bacteria (symbiotic) that support the breakdown of wastes to fetch small nutrients.

### Rectum

Waste products are passed into the end of the large intestine called the rectum and eliminated out of the body as a solid matter called stool. It is stored in the rectum as semi-solid feces which later exits from the body through the anal canal through the process of defecation.

### Functions of the Human Digestive System (Fig 7)

- 1 Digestion and absorption are the two main functions of the digestive system.
- 2 Digestion is necessary for breaking down food particles into nutrients that are used by the body as an energy source, cell repair and growth.



- 3 Food and drink need to be converted into smaller molecules of nutrients before it is absorbed by the blood and carried to the cells throughout the body. The body breaks the nutrients present in the drinks and food into carbohydrates, vitamins, fats and proteins.

### Urinary System

Humans get rid of wastes from the body through the urinary system. The urinary system is functional in turning toxic substances into the urine, storing and carrying urine, and safely eliminating it from the body. In addition to waste removal, which is the main function of the urinary system, it is also involved in other vital functions such as maintaining proper chemical and water balance and ensuring the body is hydrated enough by controlling the electrolyte levels. Further, the system regularly monitors and regulates the acidity of the body fluids.

### Urinary system – Parts

The main parts of the urinary system are –

- Kidneys
- Ureters
- Urinary bladder
- Urethra
- Urinary sphincter muscles

### Kidneys

Kidneys are paired bean-shaped structures forming the core of the urinary system. They are situated on either side of the spine towards the back, just below the rib cage. The right kidney is somewhat lower compared to the left to accommodate the liver. Each kidney in an average adult weighs about 5 ounces and is about 5 inches in length, 3 inches in width and 1 inch in thickness.

### Functions of Kidney

Mainly, the kidney is involved in three functions –

- Homeostasis
- Hormone secretion
- Removing wastes

The kidneys are involved in keeping the body free from any impurities. It maintains a healthy chemical and water balance and monitors the electrolyte composition. Further, the kidneys are involved in regulating blood pressure and in the secretion of vital hormones.

### Ureters

Ureters extend from each kidney – hollow, fine tubes reaching into the bladder. Each ureter extends about 12 inches; its widest part is about 0.5 inches. Ureters penetrate the walls of the bladder from either side, which forms a U shape. The Ureters at the terminal of the U connect to the triangular-shaped section on the bladder base known as the trigone. As the kidneys turn the wastes into urine, muscles which line the ureter walls aid in pushing the urine to the bladder to store. Through the ureteral orifices (openings), the urine enters the bladder. The mucous membrane in the ureters stores urine in the bladder and prevents it from moving back up towards the kidneys where it can cause an infection.

### Bladder

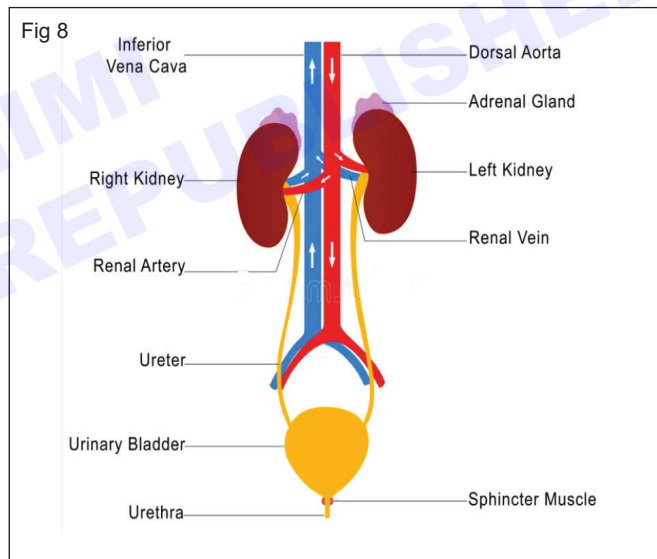
The muscular hollow bladder keeps urine till eliminated. It is positioned in the abdomen behind the pubic bone. At the base of the trigone, there is an opening to the urethra in the neck of the bladder, via which urine moves out of the body.

### Urethra

The fine, muscular tube of the urethra connects the bladder to the outside, rendering a route for urine to exit the body. In males, the urethra is ~8 inches long, connecting from the bladder to the head of the penis. In females, the urethra is ~1.5 inches long, hence women are comparatively more prone to urinary tract infections.

### Urinary Sphincter (Fig 8)

Sphincters are two groups of muscles, which regulate the urine flow out of the bladder. Both sphincter muscles, when open, allow urine to move out of the body. When they are closed, it prevents the urine from escaping. These muscles are framed to function with the bladder. When the bladder relaxes, allowing urine to enter, the sphincter muscles stay closed to avert any leakage. When the bladder contracts at the time of urination, the sphincter muscles relax, which allows urine to flow out of the body?



### Human Reproductive System

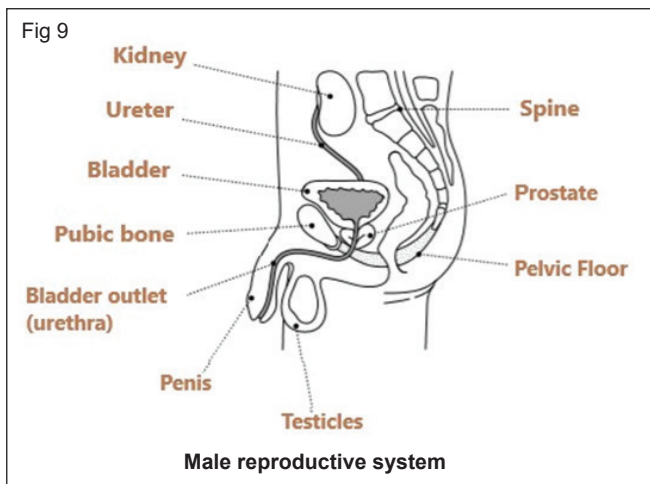
The reproduction in human beings involves the fusion of male and female gametes produced in their reproductive system. The male reproductive system is different from the female reproductive system, both in structure and in function.

### Male Reproductive System

The male gametes, i.e., sperms are produced within the male reproductive system. Sperms are small unicellular structures with a head, middle piece, and a tail.

The male reproductive system consists of:

- **Testicles (testes):** A pair of oval-shaped organs masked in a pouch called the scrotum. They are responsible for the production of sperms and the male hormone testosterone.

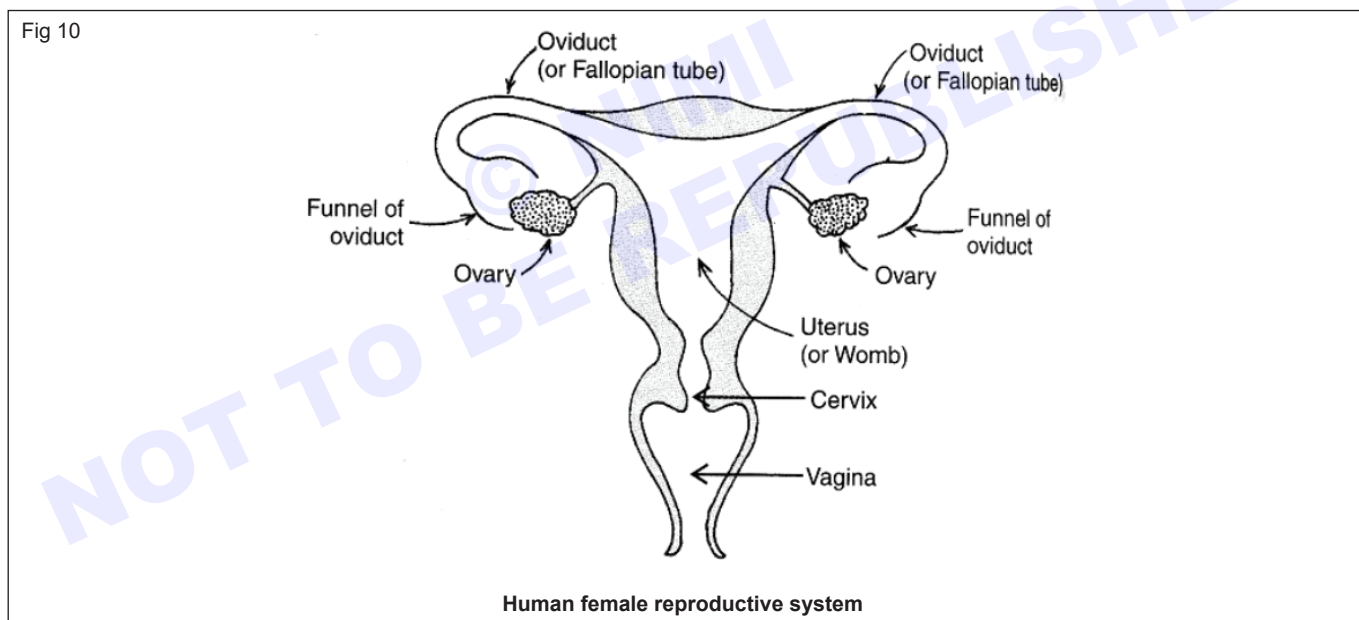


- **Scrotum:** It is a sac-like organ that hangs below the penis and behind it. It is the houses of the testicles, or testes, and maintains a temperature that is required for the production of sperm by it.
- **Vas deferens:** The sperms produced in testes are stored in a tube called the epididymis. Here the sperms get matured and pass to urethra through the muscular tube called vas deferens.

- **Accessory glands:** This includes three glands, namely seminal vesicles, prostate gland, and Cowper's gland. The secretions from the three glands mix to form a fluid called semen. Semen nourishes the sperm, increases the volume and helps in lubrication.
- **Penis:** Penis is a cylindrical tube which serves as both reproductive organ and an excretory organ. It delivers

### Female Reproductive System

- The female reproductive system is active before, during and after fertilization as well. It consists of the following parts (Fig 10)
- **A pair of ovaries:** Ovaries produce and store ovum in them. They also produce a female hormone called estrogens.
- **Fallopian tubes (Oviducts):** They are the site of fertilization. They connect ovaries with the uterus.
- **Uterus:** Uterus is the site of development for the embryo.
- **Vagina:** It is the part which connects the cervix to the external female body parts. It is the route for the penis during coitus as well as a fetus during delivery.



## Holistic massages treatment preparation

**Objectives:** At the end of this lesson you shall be able to

- explain the purpose of holistic massage
- describe full body massage steps with preparation of points and strokes
- express treatment procedure, benefits, contra indications, pre and post treatment tips.

### Holistic Massages

The word 'holistic' means to look at the 'whole' of something. This means that this form of massage therapy is designed to treat the whole of a person. Not just physical issues, not just certain mental aspects, but the spiritual and emotional well-being. This also means that holistic massage is good at establishing the cause of any health problems you may be experiencing. (Fig 1)

### History of Holistic Massage

Holistic health practitioners have many ways of healing, but they share a common basic approach. They believe in the ancient idea that healing is most effective when you consider the whole person, rather than focusing on specific illnesses, body parts or symptoms. Holistic health is a state of balance, not simply an absence of illness. A holistic health education teaches the interconnection of mind, body, spirit and environment—just as it has for thousands of year.

Fig 1



Holistic massages

### Ancient Roots of Holistic Health

Long before penicillin or X-rays, healers recognized the importance of emotional and spiritual well being in achieving physical health. Two of the most well documented ancient holistic health traditions are Traditional Chinese Medicine (TCM) and Ayurveda.

There are three ancient medical traditions in holistic health:

- **Ayurveda:** Ayurveda is the ancient medical tradition of India. Ayurveda traces its origins to a text written by Sushruta, the "father of Surgery," in the 6th century B.C. The healing practice incorporates beliefs in the five great elements of the universe, the seven primary constituent elements of the body, and the three "doshas," or biological energies, that each represent. Using a system of eight treatment disciplines, Ayurvedic holistic health practitioners guide their patients to balance and moderation.
- **Herbal medicine:** Herbal medicine emphasizes holistic balance and is the oldest form of health care known to mankind. Indigenous people all over the world and throughout history have drawn on the medicinal properties of plants. Herbalism is a critical element of TCM and Ayurveda.

- **Western herbalism:** Western herbalism originated in ancient Greece and Rome, then spread throughout the rest of Europe and eventually to North and South America, focusing on the medicinal attributes of plants and herbs.

### Holistic Health Today

We live in a time of great imbalance. There are more pollutants and chemicals in our food and environment than ever before. We face epidemic rates of obesity and chronic disease. Most people have poor diet and exercise habits. Almost everyone in our fast-paced society struggles to manage daily stress, and many are afflicted with chronic depression and anxiety.

Because of all this, consumers are concerned for their health. There has never been a greater need for the holistic health approach, and people are demanding medical alternatives and actively seeking better options for their personal wellness. This has resulted in constant research and development in the wellness industry.

These holistic health practitioners offer healing alternatives such as massage therapy, nutrition, chiropractic medicine, acupuncture, meditation, and homeopathic medicine.

## Full body massage steps with preparation of points and strokes

### Treatment Preparation

- Set the mood by playing soothing music and lighting a few candles.
- Warm up some massage oil to help your hands glide over the skin.
- Start with the neck and shoulders, using your hands to press and pull the muscles.
- Move onto the back, feet, and legs, using the same gliding motion with your hands.

### Creating a Relaxing Atmosphere

- 1 **Pick a private, warm room to massage in:** When the room is comfortable, the person you're massaging will feel comfortable, too. Keep the heat a little bit higher than normal, since the person you're massaging will be mostly undressed. Make sure the room is private as well so that there are no interruptions
- 2 **Play some soothing music:** Choose some gentle classical music, or even some sounds from nature. These calming, relaxing noises will help your partner or client calm down and really enjoy the experience. Keep the music softly playing in the background instead of turned up loud. You want the music to add to the experience, not take away from it.
- 3 **Light some candles and dim the lights:** There's something very relaxing about candles, so it's a good idea to light a couple around the room. Try some with relaxing (but not overpowering) scents, like lavender, sea breeze, or tropical. If possible, turn the lights down low or off completely and work only by candlelight. You want the person receiving the massage to be so relaxed that they're almost asleep by the end, so the darker it is the better!
- 4 **Cover the area in towels and have a few nearby**  
As you massage the other person, you're going to get a lot of oil everywhere. Cover the surface with fresh towels, and keep a couple on hand so you can wipe off your fingers as needed.
  - Ideally, the person you're massaging will be stripped down to their underwear (or wearing nothing at all). Use the towels to cover up any parts of the body that you aren't working on so they feel safe and comfortable the entire time.
  - If you're massaging your partner, have them lie down on the bed. If you're massaging a client, use a professional massage table.

**Basic Massage Technique:** Start by massaging the neck and shoulders. Place a hand on either shoulder in the classic massage position and knead your thumbs deep into the muscles of the shoulders. Use your fingers for grip, but don't press them into the collarbone, as this can be painful.

- When you've finished with the shoulders, use the press and release technique to massage along the

neck, all the way to the hairline. Remember to keep your hands on either side of the spine.

- Now move around to stand in front of your client/partner's head, so their shoulders are facing you. Make a fist with each hand, then rub the knuckles gently but firmly across the tops of the shoulders, to release any tension,
- Use your thumbs to press and release along the tops of the shoulders and up the back of the neck.

**Massage the feet:** Start massaging the soles of the feet by wrapping both hands around the foot and using your thumbs to apply pressure. Pay special attention to the arch of each foot, as this area tends to accumulate a lot of tension. When you get to the toes, grab each one individually and give it a gentle pull. Keep in mind that not everyone likes having their feet touched, and some people are very ticklish. Ask your partner or client before you touch their feet!

**Work your way up the legs:** Give each leg a couple of long, relaxing strokes to begin with, all the way from the calf to the upper thigh. Then, cover the leg you're not currently working on with a towel and focus on massaging the calf of one leg. Use a kneading technique (like kneading bread) to work the calf muscle. Move up towards the thigh and repeat the kneading technique here. Then press the heel of your hand into the skin and very slowly move it along the thigh.

- Apply light pressure with both hands, smoothly stretching the skin. This technique is known as effleurage, and is a good way to ease into the massage.
- Cover the leg you just finished working on with a towel (to keep in heat) and repeat the massage on the other leg.

**Move from the lower to the upper back:** Place the palm of each hand on either side of the spine and work your way up, keeping your hands parallel to one another. When you reach the top of the back, fan your hands outwards across the shoulders, as if outlining the top of a heart. Return to the lower back and use a kneading motion to work the large muscles on either side of the spine. Then, use a "press and release" technique to work your way up the back. This involves pressing your fingertips firmly into the flesh of the back before quickly releasing. When the pressure is released, your partner/client's brain will release a rush of pleasurable chemicals.

- These areas tend to build up a lot of tension, so make sure to spend some time here.
- When you get to the upper back, have your partner/client bend their elbows so their shoulder blades stick out. This will give you better access to the muscle around the edge of the shoulder blades, which tends to harbor a lot of tension and knots.
- To work on the knots, use a thumb or single finger to press and release repeatedly around the problem area.

**Massage the hands and arms:** Hold their wrist in your left hand, so their entire arm is lifted from the bed. Then, use your right hand to sweep along the back of the forearm, along the triceps and over the shoulder, coming back on the opposite side. Now, switch to holding their wrist in your right hand, then sweep your left hand along their forearm and bicep, then over the shoulder and down the opposite side. To massage the hands, take their hand in yours and massage the palm with your thumbs, using small circular motions. Then, take each finger in turn and slowly slide from the knuckles to the nail. Pull each finger firmly, but not so hard that you cause it to crack.

**End with a head massage:** Ask them to flip over so you can work on the head and face. Use your thumbs to gently massage the top of the scalp. Next, massage the folds and lobe of each ear between your thumb and forefinger. Then, use your fingertips to gently swipe along the contours of the cheekbones. Put your hands beneath your partner/client's head and lift it slightly from the bed. Use your fingers to find the small hollows when the neck meets the base of the skull. Apply firm pressure with your fingertips, then release. Repeat several times.

To finish the massage, use your fingertips to gently massage the temples, moving in slow circular motions. The temples are an important acupressure point, so this helps to relieve tension.

### **Perfecting the massage**

**Use a massage oil:** Massage oil helps your hands glide seamlessly over the other person's body. That way, you won't accidentally pinch or pull the skin. You can use massage oil that's made specifically for massages, or you can use coconut oil or sesame oil.

- Jojoba and almond oils are also very effective and have a pleasant aroma.
- Try to warm the oil and your hands slightly before applying the oil to your partner/client's skin. Cold oil/hands are not conducive to a relaxing massage!
- Or, put the oil bottle in warm water to warm it up

**Work slowly:** Never try to rush through the massage it should be a luxurious, relaxing experience for the person you're working on. There's no set timeline, but an average massage usually lasts between 40 to 60 minutes. Dedicate time to each individual body part, giving it your full care and attention, and keep your strokes long, smooth and slow.

**Keep your hands in contact with the skin at all times:** This keeps the momentum flowing and never breaks the atmosphere of relaxation. Even if you have to grab a towel, a drink of water or more massage oil during the massage, try to keep one hand on the skin at all times.

**Communicate with the person you're massaging:** What feels good to you mightn't feel good to the other person, so it's important to ask them how they're feeling and to really take note of their responses. Ask them about pressure, what body part you're touching, and what they enjoy the most. Try to speak in a low, soothing voice to maintain the calm atmosphere.

**Spend extra time on any knots you find:** Knots are big groupings of muscle fiber that may feel stiff or sore. The knots may feel like large, circular areas of tightness, or tiny bumps which almost feel like peas beneath the skin. Try to get directly on top of the knot, otherwise it can slip out from beneath your fingers. Use your thumbs to dig into the knots and slowly release the pressure. Make sure to ask the person you're massaging if they want you to work out their knots. This can be a little uncomfortable, and some people might not want that during a relaxing massage.

**Avoid massaging the spine and any bones:** Massaging bones is uncomfortable, and won't be very relaxing. As you move through the muscle groups, stick to the spongy, fleshy muscles and don't work on anything hard. Besides, it is the muscles you really need to work on, as this is where the most tension collects. Stick to the muscles and you can't go wrong!

### **Techniques of holistic massage**

- Effleurage, kneading, petrissage, wringing, and friction are the classical Swedish techniques for holistic massage therapy.
- Tactics like cupping, scratching, tender hand grips, brushing, plucking, pummeling, and building on healing practices on the human body are other techniques of holistic massage therapy.
- Best therapy also includes interacting with the human aura's outer body.
- Neuromuscular holistic technique is also the best therapy, and it uses a higher level of strain.
- Muscle energy technique is used for stretches and joint mobilizations.
- Cranio-sacral therapy and shiatsu are also a type of holistic massage technique.
- Therapists use their hands to give this massage therapy and make customers feel relaxed and comfortable. With the help of fingers and other tools, they use different techniques in holistic massage.

### **Benefits of holistic massage**

Massage is probably the most original form of healing. Conscious touching has a profoundly beneficial effect on the body, mind, and soul. There are many benefits of holistic massage, which includes:

- Pain Relief and Health prevention
- Relaxation in Case of Stress and Fatigue
- Support in Mindfulness
- Mental performance
- Relief Joints Pain

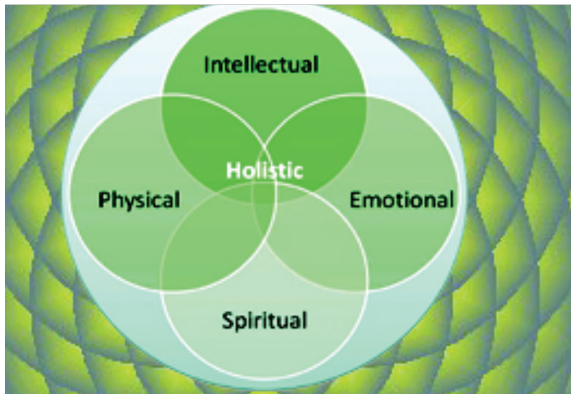
### **Contraindications**

- 1 When patient is in shock, is having or just had a stroke, or a heart attack (acute stage)

Fig 2



Fig 3



- 2 Intoxication (drugs and alcohol)
- 3 High Fever
- 4 Right after a major surgery.
- 5 Meningitis
- 6 Patients who are experiencing severe unexplained internal pain
- 7 Hemorrhage (the escape of blood from vessels).
- 8 Severe Atherosclerosis
- 9 Acute Pneumonia
- 10 Pregnant women who are suffering from Eclampsia
- 11 Severe hemophilia
- 12 Advanced kidney failure
- 13 Respiratory failure.
- 14 Liver Failure
- 15 Appendicitis
- 16 Highly metastatic cancers eg. Lymphoma, malignant melanoma
- 17 Diabetes Mellitus 1 or 2 with advanced heart or kidney disease or advanced vascular complications
- 18 Sudden onset of severe undiagnosed headache
- 19 Organ failure.
- 20 Pitting edema
- 21 Chronic active hepatitis
- 22 (Infective and non-infective) endocarditis/pericarditis.
- 23 Lung abscess or lung tumour

24 Sepsis (blood infection) or Bacteremia (blood stream infections)

25 If a patient has a contagious, airborne, infectious disease such as flu, colds, sore throat due to strep throat, shingles, etc.

26 Patients with Infectious Skin Conditions

### Pre and post treatment tips

Before receiving a massage therapy session, your clients should take note of these important items. These “do’s and don’ts,” if you will, should be shared with your clients to ensure their massage therapy sessions are the most effective they can be.

- **Stay hygienic:** Hygiene matters with any health care treatment, especially involving skin to skin contact. Ensure proper hygiene by showering prior to session. Clean skin can easily absorb the medicinal components of massage media, including essential oils with medicinal qualities.
- **Scents/lotions:** Be aware of sensitivities to scents and lotions that a therapist may possess. Excessive scents can trigger allergic reactions counterproductive to the healing environment established by the therapist. Ask the therapist prior to treatment if a certain scent is welcome or not in their practice space.
- **Be open about conditions, injuries, state of health:** Massage therapists need to know health changes clients possess. Massage therapy directly impacts all body systems including circulatory, nervous, digestive, and muscular. A therapist needs to know changes in a client’s medical conditions, injury status, and overall state of health to be aware of contraindications and modifications to bodywork.
- **Do not eat 60 minutes prior to appointment:** Shortly after eating a normal sized meal, much of our blood travels to the small intestine, located in our body’s core, so the blood can collect nutrients from food consumed. Since massage will encourage blood flow throughout the body at large, pushing it away from the core will disrupt digestion. Please plan ahead to avoid eating a normal sized meal within an hour of your appointment.
- **Massage witnessed as a medical treatment, not merely a service:** Massage therapy is an effective means of health care, allowing one to discover relief from systemic and organ related conditions. Medical based practices are abundant in the industry. Please inquire with your massage therapist how s/he may aid in the care of one’s health condition.

### Things to remember for after receiving a massage

After receiving a massage therapy session, there are also important items your clients should do to ensure their results last longer.

- **Do homework assigned by therapist:** Stretching, strengthening, movement-based exercises and muscle aid are homework items which may be assigned by massage therapists. The purpose of assigning

homework is to present self-care means so clients will witness massage efforts become more effective with longer lasting health gains.

- **Remain active:** Staying mobile encourages continuous blood circulation, thereby feeding tissues at a healthy rate.
- **Increase intake of fluids:** Ensure proper intake of fluids, especially water, to keep circulation efforts strong within the body. Avoid drinks with high sugar or caffeine content as these drinks prove harmful and dehydrating in the long run. Also, do not drink alcohol after a massage!
- **Check in daily on changes and shifts within the body:** As body awareness heightens, one will realize the effects of massage upon their body. Be sure to

take note of physical changes witnessed and felt to inform your therapist prior to next session. A therapist needs to know how the physical body is responding to massage efforts as every person may experience different results from touch.

- **Be aware of mental and emotional changes:** Massage efforts also impact the mental and emotional aspects of self-care. A client may recognize greater clarity and productivity of thought after massage sessions. Also, emotions may be easier to manage after massage sessions. If mental and/or emotional health is challenged, a conversation is welcome with the massage therapist to acknowledge how touch affects one's psyche and emotions.

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## Hydrotherapy treatments

**Objectives:** At the end of this lesson you shall be able to

- explain the different types history of hydrotherapy treatments
- state the essential hydrotherapy treatment steps
- narrate treatment procedure, benefits, contra indications, pre and post treatment tips.

Hydrotherapy, or water cure, was introduced in Cleveland in the 1890s as a treatment for typhoid fever and was later applied in the treatment of various neuropsychiatric disorders. Developed in Germany, hydrotherapy was first used in the U.S. in the late 1880s to treat almost every known malady, from the common cold to chronic illness. It involved immersing parts of the body in a full tub of cold water for an extended period of time, on the belief that the cold water drew the blood from the diseased body parts and affected a cure. The various types of treatment included the plunge, douche, shower, hose, and cataract baths, the rubbing wet sheet, and the sitz bath (in which the patient sat waist-deep in ice water for 15-20 minutes, with a blanket thrown over the shoulders). Repeated hydrotherapy was thought to reduce the mortality rate among patients with typhoid fever.

Dr. Christian Sihler, a friend of Dr. Simon Baruch, the first American doctor to advocate hydrotherapy, was the first Cleveland physician to promote its use. During the 1890s, hydrotherapy caused somewhat of a schism among Cleveland physicians. Opponents disapproved of its unpleasant aspects and questioned its effectiveness, while proponents claimed it helped reduce mortality. Despite the controversy, water cure eventually became fairly routine in Cleveland-area hospitals and was used to treat various nervous and psychiatric disorders in some local hospitals until mid-century.

### Definition

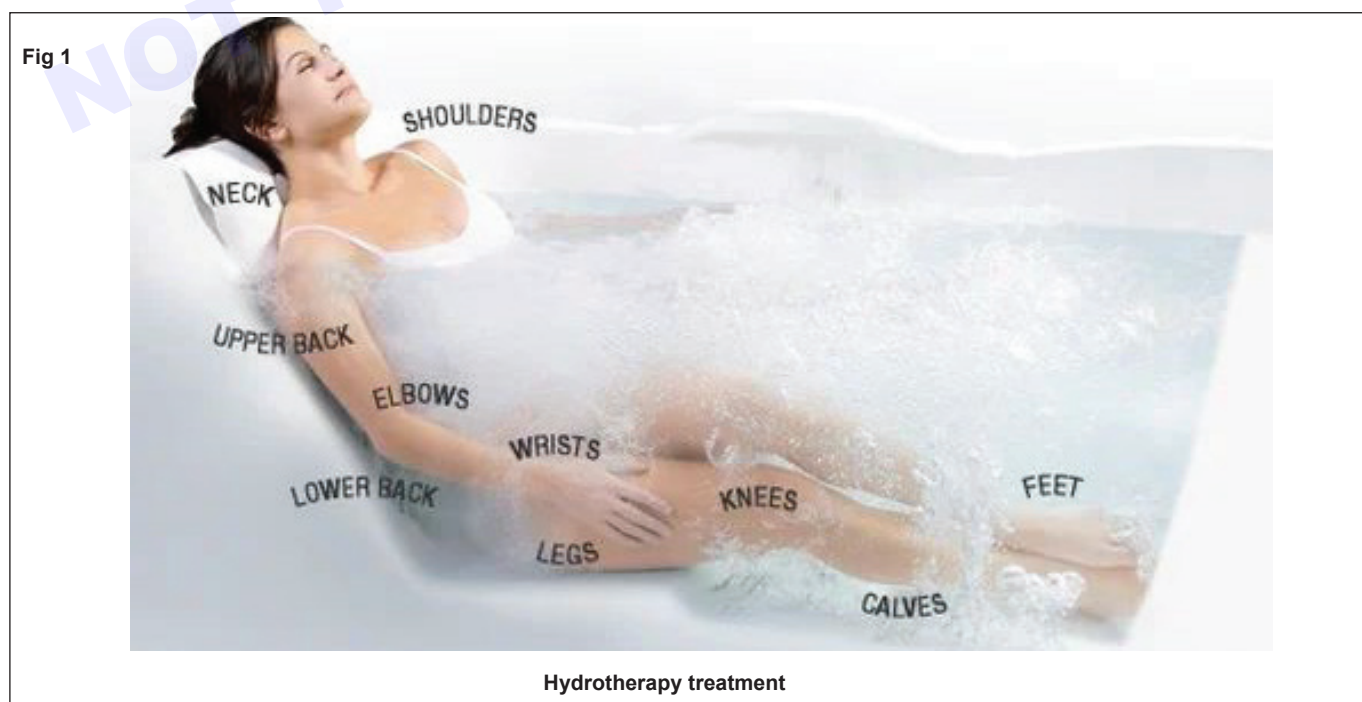
Hydrotherapy refers to using water as therapy in any form. For instance, it may act as a treatment for temporary skin-related issues, such as burns and septic ulcers, or for chronic health conditions, such as arthritis and fibromyalgia.

Water therapy uses either hot or cold water, with the water pressure and flow varying among treatments. The intention is to ease both physical and mental symptoms. Some hydrotherapy practices are as simple as sitting in a warm bath, which people can do at home. Other practices involve specialist locations or equipment, such as a cold sauna.

Possible locations and equipment for hydrotherapy may include:

- Physical therapy tanks
- Swimming pools
- Whirlpool spas
- Hot tubs
- Saunas
- Showers
- Baths

The procedure for using each will vary greatly depending on the goal of treatment and the practitioner.



## Types of hydrotherapy treatment

Hydrotherapy can be provided in various forms namely,

- 1 **Whirlpool or Aquatic Therapy:** This is a type of hydrotherapy that a physical therapist will provide. A therapist may use different positions or directions depending on the results he/she wants to achieve.
- 2 **Contrast Bath:** As the name suggests, this is using cold and hot water baths alternatively. Contrast baths are proven to reduce pain, swelling, and inflammation.
- 3 **Hydro-massage:** Hydro-massage often uses high pressure jets. This helps in pain reduction as well as relaxation.
- 4 **Spas:** Spas can involve baths, pools, showers, or whirlpools. They are usually unsupervised and can be used for recreational purpose.
- 5 **Kneipp System:** The Kneipp System – named after it's designer, Father Sebastain Kneipp, uses different water temperatures with herbal and mineral baths. This has various health benefits in addition to a purifying diet or spiritual practice.

## Steps to carry out the different hydrotherapy treatments

- 1 **Hydrotherapy affusion:** The affusions that are most often done are on the feet, legs and arms. Usually they are so called hydrotherapy affusion, first with warm/hot water and then with cold water. If you are shivering now, we can reassure you. Generally, it is advisable to dip your feet into cold water for 10 seconds after 5 minutes with hot water. Everything tingles and you feel like you have much more feeling in your toes.
- 2 **Aquatic therapy:** This is a type of physiotherapy that takes place in water. Heated pools are used for rehabilitation of muscles after surgery, sport related injuries or illnesses like arthritis. You will be instructed by a physiotherapist to complete certain exercises in the water, sometimes even with a harness. People often prefer aquatic therapy to normal physiotherapy as the warm water enables muscles to regenerate and the joints to align without much strain.
- 3 **Hydrotherapy steam treatment:** Water is also used in steam treatments. Along with the classic steam rooms there are also inhalation therapies, often using mineral or seawater. In steam form, the healing water is breathed in and in this way releases its beneficial effects.
- 4 **Hydrotherapy massages:** These are massages “underwater” and “with water”. The guest lies relaxed in a bathtub, with the whole body (except head) submerged under-water. You are massaged with a kind of hose out of which a strong water jet comes. The combination of the general water pressure from the bath and the increased pressure from the jet is very beneficial, especially on the lymph nodes and connective tissues.
- 5 **Hydrotherapy washes:** Of course, therapeutic washes are not just about cleaning up a dirty spa guest. Washes can either be done by yourself or by a therapist, usually involving a sponge or cloth as well as

water to clean and stimulate the skin through rubbing. It can sometimes feel like a pleasant massage.

- 6 **Mineral water drinking therapy:** The internal use of water as part of mineral water drinking therapy can have health benefits. This is usually thanks to the mineral composition of the water used. Many thermal and healing waters are also unbelievably beneficial when they are drunk slowly, in small sips. Depending on the health resort, you can also buy your own porcelain drinking mugs, which are a perfect holiday souvenir.
- 7 **Hydrotherapy baths:** This includes all sorts of baths from physical bathtubs to hydrotherapy pools. This also includes full-baths, where the body is completely under water, and partial baths, such as full baths, such as foot baths, where only a part of the body is underwater. Whether the water is thermal spring water, seawater, cold mineral spring water or normal tap water with bath herbs or oils added, it doesn't matter at first - the most important thing is that you are in water! Even mud baths fall into the category of water therapy, as the mud is diluted with water.

## Precautions

- **Fear of Water:** Fear of water can limit the effectiveness of immersed activity. Fearful patient often experience increased symptoms during and after immersion because of muscle guarding, stress response, and improper form with exercise.
- **Neurological Disorders:** Ataxic patient may increase experience difficulty controlling purposeful movements. Patient with heat intolerant multiple sclerosis may fatigue with immersion in temperature greater than 33 degree Celsius.
- **Seizures:** Patient with uncontrolled epilepsy require close monitoring during immersed treatment and must be complaint with medication priority to treatment.
- **Cardiac dysfunction:** Patient with angina and abnormal blood pressure also require close monitoring. For patient with chronic disease, low-intensity aquatic exercise may result in lower cardiac demand than similar land exercise.
- **Small open Wounds and lines:** Small open wounds should be covered with water proof dressing. Patient with intravenous lines also require proper clamping and fixation.

## Contraindications

- Respiratory dysfunction, vital capacity of less than 1 litre
- Incipient cardiac failure and unstable angina
- Danger of bleeding or haemorrhage.
- Severe Kidney Disease: patients are unable to adjust to fluid loss during immersion.
- Open wounds, colostomy and skin infections such as tinea pedis and ringworm
- Uncontrolled bowel or bladder: bowel accidents require pool evacuation, chemical treatment, and possibility drainage

- Water and airborne infection or disease example include influenza, typhoid etc..
- Uncontrolled seizures: they create a safety issue for both clinician and patient if immediate removal from the pool is necessary.
- Urinary tract infection
- Diabetic patient
- Fever
- Chemical allergies like chlorine
- Hydrophobia and recently surgery

### Benefits of Hydrotherapy

These are the benefits of hydrotherapy:

**Boosts the immune system:** Hydrotherapy helps in the increases in the flow of blood in the body and there is also increased circulation of white blood cells around the body which helps the lymph to move around the body efficiently thus making the immune system strong. It also helps in fighting sickness and cold.

**Rehabilitation of injured muscles:** Warm or hot water helps to raise the temperature of the body which increases the flow of blood around the circulatory system thus helps in elevating any kind of pain present in the damaged muscles or joints.

**Relieves pain and muscle tension:** Hydrotherapy is very helpful in relieving muscle pain and tension. Because with the help of hydrotherapy there is a release of endorphins which are the natural pain reliever of the body. They also reduce the soreness in the muscles.

**Relieves stress:** Hydrotherapy is very helpful in relieving the stress of the body by reducing the stress-causing blood pressure. Anxiety is also released by hydrotherapy and the release of endorphins which is a natural stress buster helps the body to relax.

**Encourages detoxification:** Hydrotherapy detoxifies the body as the sauna and steam induce the sweat from the body thus flushing out all the impurities.

### Pre treatment tips

These are the precautions which should be taken before hydrotherapy.

- The temperature of the water must be minded as it can cause severe burns.
- The temperature of the water must be checked and should be regulated up to the tolerance level.
- The tolerance level of the water must be changed according to the treatment, body temperature and the injury or illness.
- If the water is very hot or very cold it should not be directly applied to the skin but must be applied with a towel or barrier to prevent the skin

### Hydrotherapy Techniques

**a Hot Foot Baths:** Local immersion of the feet and ankles in water at a temperature of 102-112 degrees F for 10-30 minutes.

- b Kneipp system:** This technique involves the use of cold and hot water on the skin. The technique is done in a Kneipp bath which helps to improve the immune system.
- c Hydro-massage:** It involves the use of warm water, which applies chemical, mechanical and thermal massage to the body. This helps to improve the circulation of blood, relieving pain and tension while relaxing the muscle. It is also used to treat insomnia, tendinitis, and multiple sclerosis. In addition, hydro-massage is also used to relieve and manage stress.
- d Colon Hydrotherapy:** It is a technique that involves infusing warm water into the rectum. Colonic hydrotherapy is very helpful when treating patients with irritable bowel syndrome, digestive problems, indigestion and constipation. The technique is painless and helps in washing out old and built-up waste in the colon. Colon therapy aims at improving the overall health of the digestive system. Note that, water used in colon hydrotherapy does not contain any drug, chemical or herb.
- e Baths & Showers:** Baths and showers can be healthy and healing. A hot bath or shower can encourage relaxation, reduce stress and flush out toxins. Adding essential oils or herbs to the bath can enhance the therapeutic benefits.
- f Cold foot bath:** Here the feet are immersed in cold water (up to the ankles) for around one minute. Cold foot baths provide relief to tired feet. It is also found to be effective against insomnia, headaches, sprains and varicose veins.
- g Compresses:** Towels are soaked in warm and/or cool water and then placed on a particular area on the body. Cool compresses reduce inflammation and swelling, while warm compresses promote blood flow and ease stiff and sore muscles. It is an effective therapy for a sore throat, cold, flu, and sinus congestion when it is administered to the throat or feet. When the feet are treated, it is also known as warming socks or wet socks treatment.
- h Hip or Sitz Bath:** A sitz bath involves two adjacent tubs of water, one warm and one cool. You sit in one tub with your feet in the other tub and then alternate. Sitz baths are recommended for haemorrhoids, premenstrual syndrome (PMS), and menstruation problems.
- i Steam bath or Turkish bath:** Steam rooms are filled with warm, humid air. The steam is said to help the body release impurities. Steam baths are used to treat bronchitis, asthma, skin problems, pain and allergies.
- j Sauna:** The dry, warm air promotes sweating
- k Steam inhalation:** Here water is boiled in a large pot. Steam inhalation provides relief from a sinus infection and nasal congestion. People with high blood pressure should avoid steam inhalation.
- l Full immersion bath:** In this technique, the person is immersed in water (up to shoulder level) for around 20 minutes. The temperature of the water is maintained at around 90 degrees Fahrenheit. The water may be

plain or it may contain herbs, salts or oils. This form of hydrotherapy produces relaxation. Hot tubs are sometimes also known as spas or by the trade name Jacuzzi.

#### **Pre and post treatment tips**

Water used in hydrotherapy must be safe and clean to protect patients who have compromised immune system. The following steps will reduce health risk to users including spread of infection and minimize discomfort.

- 1 Monitor temperature:** The temperature in the hydrotherapy suits should be recorded twice daily and should remain at 35.5 to 36 degree C and never go above 38 degree C.
- 2 Monitor pH:** pH is a measure of hydrogen ion concentration. pH is defined as the negative logarithm of the concentration of hydrogen ions in a substance. The pH should be maintained between 7.2 – 7.8 to ensure effective disinfection and to avoid corrosive damage and the water are constantly filtered.

There is no specific post-treatment instruction after undergoing hydrotherapy. Though it should be kept in mind to maintain the patient at ease for a few hours after the treatment. Laborious works should not be undertaken.

#### **Pre and Post -Treatment Tips for Hydrotherapy**

Hydrotherapy involves the use of water to relieve pain and promote healing. To ensure safety and effectiveness, proper pre- and post-treatment guidelines must be followed.

#### **Pre -Treatment Tips**

- 1 Water Safety & Cleanliness:** The water used must be clean and free from contaminants to protect patients, especially those with compromised immune systems.
- 2 Monitor Temperature:** The temperature in hydrotherapy suites should be recorded twice daily, maintained between 35.5°C and 36°C, and never exceed 38°C to prevent discomfort or health risks.
- 3 Monitor pH Levels:** The pH of the water should be maintained between 7.2 – 7.8 to ensure proper disinfection, prevent bacterial growth, and avoid corrosion. Water filtration should be continuous.

#### **Post-Treatment Tips**

- 1 Ensure Patient Comfort –** After hydrotherapy, the patient should be kept in a relaxed state for a few hours to allow the body to adjust.
- 2 Avoid Strenuous Activities –** Patients should refrain from laborious tasks or heavy physical activities to maximize the benefits of the therapy and prevent fatigue.

Following these guidelines helps in maintaining hygiene, ensuring patient safety, and enhancing the overall effectiveness of hydrotherapy treatments.

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## Facial treatment

**Objectives:** At the end of this lesson you shall be able to

- explain the history types of different facial treatments
- describe the essential facial treatment steps and treatment preparation
- explain treatment procedure, benefits, contra indications, pre and post treatment tips.

A facial is the most important part of the beauty regime to us. When we are talking about facial, we are actually referring to a range of spa treatments, such as steam, exfoliation, masks and massage, etc.

### A brief history of facial treatments

The origin of facial treatments and the use of natural ingredients to help rejuvenate the skin can be dated back to 1500s - 1600s. At that time, women would do everything to maintain a pale skin, which was a symbol of power and wealth. For instance, it is believed that Queen Elizabeth I, along with other members of the upper class, used Ceruse, a substance made of vinegar and white lead to help bleach the skin. However, this substance is, in fact, toxic and dangerous. Doing more harm than good, Ceruse has undoubtedly created many cases of illness, even people at that time were not aware of what was causing their illness.

The trend for pursuing glowing and rejuvenating skin has further inspired other new facial treatments in the following years. In 1875, a new overnight sleeping beauty mask is known as Toilet Mask, which was invented by Madame Rowley to keep your complexion smooth and healthy. There were more facial skin care products introduced in the 1990s. Apart from the Kemolite Radio-Active Beauty Plasma, a volcanic clay mud product, women visited a beauty salon regularly for a radium-infused mask treatment, which Today, the facial treatments provided by using natural materials, such as plants and mud, the chances of any harmful side effects and allergic reaction have been greatly reduced. The facial skin care products available in the market are not only limited to providing you with a youth-looking and glowing complexion but also includes pore tightening and anti-ageing effects etc... was later proven to be harmful and ineffective.

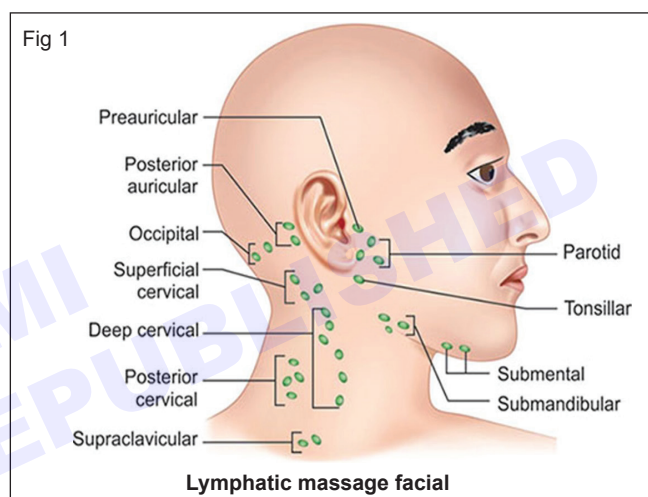
### Different types of facials

#### 1 Classic facial

Also known as the European facial, the classic facial is the most basic type of facial. A classic facial includes steaming of the face, exfoliation, extractions, massaging, maybe some masks, and then the application of serums and moisturizers. The benefits of a classic facial are maintaining clean, decongested, and glowing skin. It deeply cleanses the face, unclogs pores, evens out the skin tone, and gives you a more radiant complexion. The classic facial is suitable for all skin types. But people with dry skin and sensitivity should be cautious to avoid any possible irritation, especially during steaming.

#### 2 Lymphatic massage facial

Lymphatic massage facial (lymphatic drainage) is usually a part of other facials such as a classic facial. Besides giving you a super-relaxing experience, a lymphatic massage facial reduces puffiness and built-up tension around the face and neck. Lymphatic massage can give you a healthier complexion by increasing circulation. And it also helps remove water retention and toxins. (Fig 1)



#### 3 Micro-Current facial

Also called micro-current therapy, micro-current facial refers to any facial treatment that involves an electrical device. The most popular micro-current facials are Galvanic and High Frequency.



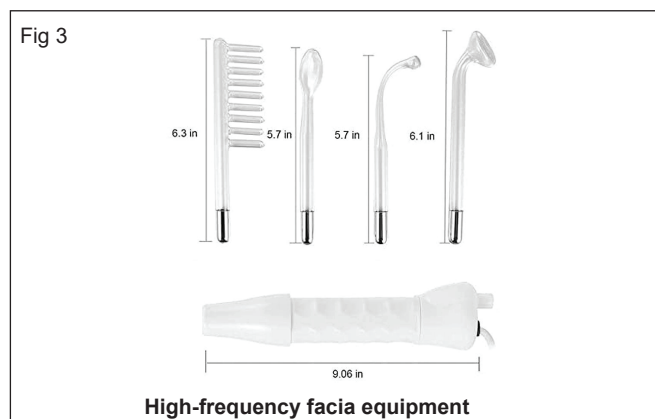
#### 4 Galvanic facial

Galvanic Facial includes the use of galvanic currents to stimulate the face. It's considered a non-surgical facelift.

The procedure is all about stimulating the muscles. This treatment tones the facial muscles and repositions them to give you a more lifted face. It reshapes the face, giving you a more defined look. The galvanic facial is the ultimate exercise for your face. Out of all the different types of facials, this is one of the best anti-aging facials for wrinkles and aging skin to contour the face.

## 5 High-frequency facial

High-frequency, sometimes referred to as radiofrequency, is a type of facial treatment where electrical currents produce a certain amount of heat to stimulate deeper layers of the skin. This anti-inflammatory heat kills bacteria. So it's perfect for acne-prone skin to treat existing acne as well as prevent the formation of new ones. The benefits also include getting rid of acne scars.



## 6 Micro-dermabrasion

Micro-dermabrasion is a minimally invasive type of facial treatment. Basically, there's a device with a crystal or diamond tip. This device brushes off the upper layer of your skin while vacuuming anything that comes off. It works like sandpaper over the face. It's like an elaborate physical exfoliation. This treatment removes dead skin cells accumulated over the face. It promotes cell turnover, and collagen and elastin growth. The resurfaced skin looks healthier with less visible lines, pores, and scars. It's perfect for anyone at any age who wants to get rid of fine lines, scars, and dullness.

## 7 LED Light Therapy

It is a non-invasive facial treatment where they use different wavelengths of light to treat different skin issues. The different colors cause different reactions on the skin. For example, blue light therapy fights inflammation. That's why it's perfect for getting rid of acne-causing bacteria and breakouts. On the other hand, red light and near-infrared light helps your skin heal faster. It promotes collagen growth and skin rejuvenation. This light treats lines and wrinkles. LED light therapy is suitable for all skin types. It can be a complementary treatment for different types of facials.

## 8 Laser resurfacing

Laser resurfacing is an invasive type of facial treatment. The most popular laser used in laser resurfacing is the Fractional CO2 Laser. The term fractional is important. The laser uses fractioned beams to create microscopic wounds

Fig 4



LED Light therapy

in a pattern. The non-wounded cells support wounded ones to speed up healing. This healing process stimulates new cell generation. Laser resurfacing is the best type of facial for getting rid of fine lines, acne scars, age spots, and enlarged pores, and smoothing skin texture.

## 9 Acupuncture facial

Acupuncture facial is a treatment where they place tiny needles on several parts of the face. These controlled micro-injuries stimulate collagen growth. The benefits of acupuncture facials are firming up loose skin, minimizing wrinkles, and getting rid of scars through cell regeneration.

## 10 Anti aging facial

An anti-aging facial is a general term used for facials that target specifically age-related skin issues. An anti-aging facial can include a chemical peel, micro-dermabrasion, or micro-current therapy. A combination of different types of these facials addresses issues like wrinkles, lines, sagging skin, sun damage, dark spots, and textured skin.

## 11 Brightening facial

This facial targets issues like hyperpigmentation and uneven skin tone. As suggested by the name, the facial brightens up the skin and improves your complexion.

## 12 Hydrating facial

A hydrating facial is like watering a plant. It's specifically designed to hydrate dry and dehydrated skin. It starts with a classic facial but the products are specifically chosen. These are potent humectants like hyaluronic acid to deeply hydrate and moisturize your skin. A hydrating facial gives you plump, bouncy, and supple skin instantly. Chemical exfoliates like lactic acid are known to smooth out the skin while increasing hydration. So depending on your facial, you might also get exfoliation included in your hydrating facial.

## 13 Hydra-facial

The Hydra-facial machine deeply cleanses the outer layer of your skin in a vacuum-like manner. It sucks any dirt and grime on the face. It's the ultimate decongesting facial. After cleansing, the same device infuses several serums into the skin, giving you clean, hydrated, bright, and radiant skin. Hydra-facial is suitable for dry, normal, combination, and oily skin

## 14 Chemical peels

Chemical peels are invasive facial treatments where chemical acids are used to promote skin turnover. There are 3 different types of chemical peels such as light,

medium, and deep. Also, there are several types of acids, the most popular being glycolic acid, in different concentrations to address various skin issues. Chemical peels are one of the most effective skin resurfacing treatments. The benefits include decongesting the skin, getting rid of deep-set wrinkles, scars, age spots, and photo damage.

### 15 Oxygen Facial

Oxygen Facial includes the use of a device that sprays out oxygen in a highly pressured form. After exfoliation and cleansing, your aesthetician applies several vitamin-rich serums to your skin. That's where the device comes in. It feeds and nourishes the skin by infusing these antioxidants into it. Oxygen facial is suitable for all skin types. It's perfect for hydrating and brightening the skin. People with dull and tired-looking skin can find this facial highly beneficial.

### 16 Micro-needling

A micro-needling facial is inflicting controlled wounds into the skin through tiny needles. This is an invasive treatment that requires numbing cream to avoid pain. Micro-needling promotes cell turnover and collagen growth by creating tiny muscle tears. These microscopic injuries cause your skin to switch to an urgent healing mode. And this results in healthier skin. It's a very popular anti-aging facial treatment to tighten the skin and get rid of lines.

### 17 Derma-planning Facial

Derma-planning is a type of advanced physical exfoliation where you use a surgical scalpel blade to gently scrape off the outermost layer of the skin. This way, it removes dead skin cells over the face as well as peach fuzz. After derma-

planning, your skin is infused with several antioxidants. You get clean, smooth, and fresh skin. Derma-planning is suitable for all skin types. But people with active acne should stay away until the breakouts dry out.

### 18 Enzyme Facial

The highlight of this facial is the facial masks they use in the treatment. The facial starts with basic steaming, cleansing, and exfoliation. And then, a type of mask stays on the face for about 30 minutes. The name of the facial comes from the fruit enzymes used in the mask. An enzyme facial is ideal for hyperpigmentation, fine lines, mild scarring, and sun damage. There's no visible skin peeling in an enzyme facial. However, you do get healthier, gently exfoliated, and brighter skin.

### 19 PRP Facial

Also known as the vampire facial, PRP refers to platelet-rich plasma facial. In this facial, your doctor draws your blood and puts it through a special machine to create what is called platelet-rich plasma. This highly concentrated form of proteins is infused into your skin through micro-needling. The growth factor in the plasma helps with collagen growth. The vampire facial is perfect for tightening the skin and reducing the signs of aging.

### 20 Aromatherapy Facial

This facial is as relaxing as it gets. Aromatherapy facial starts with steaming and cleansing. And then a combination of essential oils is used to massage the face and the neck area. It's all about relieving tension through therapeutic oils. All skin types can benefit from an aromatherapy facial to nourish the skin with antioxidants. After the massage, vitamin-rich products are applied to the skin.

#### Essential basic facial treatment steps

Facial phase	Skin Impact	Typical Tools
Cleansing	Energizing Equalizing	Deep cleansing products, double cleanse techniques, cleansing devices, steam
Exfoliating	Energizing Equalizing	Extraction, exfoliation with enzymes, scrubs or devices, steam, galvanic desincrustation
Massage	Energizing	Massage techniques generally increase microcirculation
Treat	Calming Energizing Equalizing	Serums in the treat phase can do multiple actions based on conditions to treat. Use your ampoules and pro only serums here.
Mask	Calming Energizing	Masks are generally calming except for setting masks; the tightening effect stimulates, so add an additional calming choice after use.
Finish	Calming Equalizing	Serum, moisturizer and SPF are included in finish, additional calming can be used here too

#### Step 1: Client consultation

The first step in a professional facial treatment would be client consultation. The client consultation is the like a pre-screening for the patient to ensure they are suited to the treatment.

During a client consultation, your client will fill out some forms concerning:

- Their personal information, including name and age
- Lifestyle choices such as diet, alcohol and smoking habits, etc.
- Medical conditions such as eczema, psoriasis, and diabetes

## Step 2: Pre-Cleanse

A pre-cleanse is very important as it softens and removes the makeup, oils, and sebum on the client's face. Think of the pre-cleanse like the double cleansing method recommended at home.

Pre-cleansing products break down the emollients in the client's makeup easier than a cleanser would. If the client's makeup is not thoroughly removed from the skin, it will be harder for products used later in the facial treatment to be absorbed. Saturate a cotton pad in a makeup remover before placing them gently on the client's eyes. Let that sit for a few seconds for the cleanser to break down any products or oils on the eyes and lashes. Then press gently on the cotton pads whilst slowly using circular motions to lift the eye makeup. Repeat this on the lips but use a swiping movement to remove any excess products on the client's lips. Finally, a superficial cleanse is applied all over the client's face. Pour the product onto a cotton pad and gently pass it all over the face, breaking down any excess makeup or oils. Remember to work in light movements to avoid tugging down on the skin.

## Step 3: Cleanse and tone

Choose a cleanser fit for your client's skin type (dry, oily, or combination skin). Mix the product in wet hands, starting from the client's chest, and work your way upwards on the client's face. Use smooth sweeping motions to apply the cleansing product evenly.

Once the cleanser is applied over the face, take a little water in your hands, and massage your cleansing product in. Remove the cleanser with a wet, disposable sponge. Begin, again, at the chest and work upwards to the neck and face while avoiding dragging or pulling the skin. You can now use your toner, which helps to calm the skin while maintaining its natural pH balance. Apply toner to the skin using cotton pads. Begin at the chest and work upwards to the neck and face using sweeping movements. Remove excess moisture with a tissue.

## Step 4: Skin analysis

Skin Analysis is an essential part of a professional facial treatment. Through skin analysis, you can determine and understand the client's skin condition (blackheads, acne, ageing, whiteheads, dehydration, sun damage, dehydration) and choose the right products. For the skin analysis, use a magnifying lamp over the face, no closer than 5cm. Since the lamp is strenuous on the client's eyes, cover their eyes with a damp cotton pad. Begin on one side and work around the face, using the look-feel-touch method. You have to make notes on the skin analysis form. After you finish, remove the cotton pads from the client's face.

## Step 5: Exfoliate

Exfoliating is the process of removing dead skin cells from the skin's surface. There are two types of exfoliants available to a professional Aesthetician or Beauty Therapist, mechanical or chemical exfoliants. Mechanical exfoliants have a gritty texture, whereas chemical exfoliate uses enzymes and acids. Exfoliating is beneficial as it will

remove dead cells and other debris from the outer layer of your client's skin. Exfoliating improves the skin renewal process and helps reveal the newer skin underneath. It also helps stimulate lymphatic drainage and stimulation of oxygen-rich blood.

This step of a facial treatment starts with turning on the steamer for it to heat up while positioning it away from the client. If your client has sensitive skin, he or she does not use steam.

### Before applying the product, consider these pointers:

- You can dispense the product into the small bowl
- Warm up the products in your hands before applying them to the skin
- Read and follow the manufacturer's instruction
- Avoid eyelids and mouth

When applying the exfoliant, begin at the chest and work upwards from the neck to the face. Massage with circular movements until slight erythema occurs.

### To steam

- Place cotton pads on the eyes
- Position the steamer 25-30 cm away from the face, behind the head or to the side
- Steam for 5-10 minutes
- Remove the steamer away from the client before turning it off

After the above steps, remove the exfoliant by releasing steam to avoid discomfort or burning. Press gently down on the face and forehead and then work downwards from the neck. Use sponges saturated with warm water to wipe off any excess product.

## Step 6: Extraction

During the extraction process, you'll remove acne vulgaris (blackheads and whiteheads) from the client's face. Areas of active acne should be left alone as they can lead to scarring. Start by putting your gloves on and placing cotton pads on their eyes. Position the magnifying lamp over the face, no closer than 5cm. Moisten the pads you'll be using with the astringent and place them around your index fingers. Then, place your fingers around the comedones and press down. Lift the skin under the comedones and gently compress it, then move it back and forth slightly. Make sure to wipe it with astringent afterwards.

### Remember

- Be gentle
- Wipe sebum onto the gauze pad
- Dispose of the gauze pad and blot with astringent
- Repeat the extraction process again on other required areas

Once you've extracted all comedones, apply the toner to the affected areas. This step in a facial treatment helps to

tighten the pores temporarily, which will help to prevent further clogging. Remove excess moisture by patting the client's face with a tissue.

### Step 7: Massage

A massage can be really relaxing for the client, especially after the extraction process. You'll find that it's your client's favourite part of the facial treatment. For the massage, choose products that are suitable for your client's skin type. Apply the product to both hands and use gliding effleurage movements with a slow rhythm and light pressure. Then massage the face, neck, upper chest and shoulders using effleurage, petrissage, tapotement (percussion), friction and vibration movements.

### Step 8: Mask

You're nearly at the end of your facial routine, and a mask is a great way to finish off and leave the skin refreshed. Opt for a thermal heating mask to ensure the best penetration of the active ingredients to the skin. It will also relax the skin and reduce the redness caused by extraction. Choose a mask suitable for the client's skin type. Begin applying to the T-zone with long, sweeping strokes using a fan brush. After that, apply to the collarbone area and move up the neck, then the jawline, chin and cheek area. After the mask is applied, place eye pads over the client's eyes and allow the mask to set for approximately 10 minutes. To really elevate your service, while the face mask is setting, you can perform a hand massage on the client. To remove the mask, discard eye pads, use a wet sponge and wipe gently across the chest, face and forehead.

### Step 9: Protect

After facial treatments, especially extraction, your client's skin will be sensitive and very exposed. In this step, you will protect your client's skin barrier by applying toners, serums, face oils etc. It will also help to tackle the skin issues your client had earlier communicated during the client consultation. First, apply eye cream using tapping movements around the eyes. Start at the inner corner and move outwards. After, apply serum, moisturizer and sun protection over the chest area, neck and face.

### Step 10: Completion

You can now remove the client's towel and headband and assist them in sitting up safely. It is important to communicate with the client, ask about their experience and give aftercare advice. After the client leaves, use proper infection-control procedures to disinfect the workstation. Change couches, covers and linens to prepare for the next client.

### Benefits of Facials

- 1 Rejuvenation and ease from psychological distress
- 2 Removes dirt
- 3 Keeps the stress at bay
- 4 Tones the skin
- 5 De-puffs the eyes

- 6 Offers double dose of hydration
- 7 Exfoliates dead skin cells.
- 8 Reduces pigmentation
- 9 Detoxification of the skin
- 10 Improves the boosting power of your skin'
- 11 Prevent ageing
- 12 Treats acne and acne marks
- 13 Remove Blackheads and whiteheads
- 14 Hydrates and moisturises the skin
- 15 Reduces built-up tension
- 16 Promote blood circulation and remove dirt from the pores.
- 17 Tightening the skin by promoting collagen growth

### Contraindications for Chemical Peels

- Epilepsy
- Diabetes
- Allergic reactions to a particular product
- Herpes
- Pregnancy and Lactation
- Fever
- Presence of open wounds on the skin

### Contraindications for facial procedures using ultrasound

- Acute infectious diseases
- Low blood pressure
- Moles and Papillomas, Pigmentation and A pigmentation area
- Contraindications for facial treatment using micro-current
- Epilepsy
- Pregnancy (client or aesthetician)
- Filters: know which filters are standing and in which area (gold threads are contraindicated).
- Metal plates or pins in the application area
- Metal plates or pins in the application area
- Neuralgia, neuritis in history, convulsive syndromes
- Cuts
- Thrombosis
- Phlebitis
- Eye surgery (After the operation, you have to wait for about a month)
- Glaucoma (Glaucoma is a sign of increased eye pressure, which means blood supply to the head. Closed cranial injuries also lead to hypertension.)

- Any craniocerebral injury has consequences within 3-4 years. If there has been a severe concussion, you must wait 3-4 months.

### **Pre and post treatment tips**

**Pre-Facial Do's** – Drink lots of water as this will hydrate your skin and prepare it for the facial. Keep with your normal skincare routine so your skin therapist can see how your skin is on the daily.

**Pre-Facial Don'ts** – Don't drink too much alcohol a day or two before as this will dehydrate your skin and thin your blood vessels that may cause an irritation as the facial takes place. Try not to use skincare with retinoids or retinol within a three-day window as these products may

cause an irritation with facial products. Don't eat oily foods within a two-day period.

**Post-Facial Do's** – Drink lots of water as that will continue to keep your skin hydrated. Stay out of the sun if possible for the remainder of the day.

**Post- Facial Don'ts** – Try not to touch your face for the remainder of the day and not be tempted to irritate any acne that has been worked on by your therapist. Don't take too hot of a shower or go into a spa/sauna for 72 hours. This will open the pores and may irritate your skin. Try not to wear much makeup if any at all for the rest of the day. Let your skin breathe and enjoy the natural glow!

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## **Beauty & Wellness SPA Therapy - Facial Treatment**

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## **Related Theory for Exercise 1.4.31 - 35**

### **Holistic massage treatment preparation**

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**Objectives:** At the end of this lesson you shall be able to

- **determine the purpose of holistic massage**
  - **describe full body massage steps with preparation of points and strokes**
  - **explain treatment procedure, benefits, contra indications, pre and post treatment tips.**
- 

**Refer Exercise No. 1.3.13 - 18**

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## Concept and principles of reflexology

**Objectives:** At the end of this lesson you shall be able to

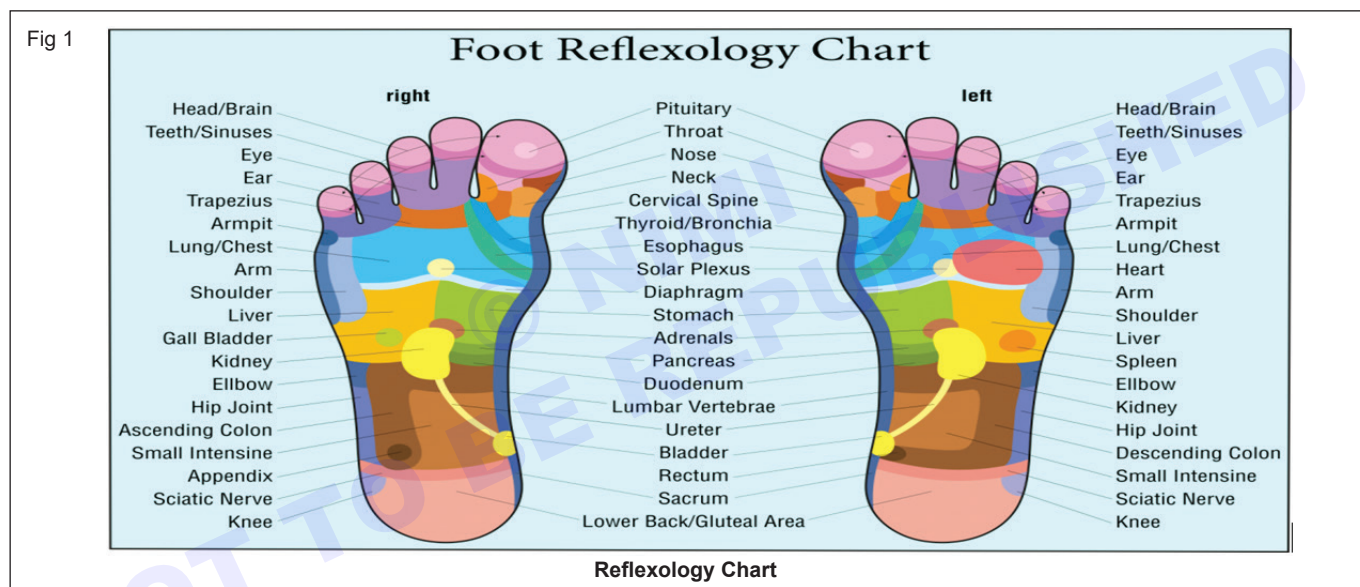
- express the concepts and principles of reflexology
- describe reflexology treatment conditions and treatment preparation
- narrate treatment procedure, benefits, contra indications, pre and post treatment tips.

**Reflexology:** Reflexology is an ancient practice that dates back to Ancient Egypt, India, and China. Dr. William Fitzgerald developed "Zone therapy" in the early 1900s, which introduced reflexology to the West. Reflexology is basically a study of how one part of the human body relates to another part of the body.

Reflexology practitioners rely on the reflexes map of the feet and hands to all the internal organs and other human body parts. By applying the appropriate pressure and massage certain spots on the feet and hands, all other body parts could be energized and rejuvenated. Using

Principles of the Reflexology is a gentle approach, a fascinating ancient scientific method that has been around for a long time. Reflexology is a highly effective sort of foot massage.

A combination of science and art is involved. Science and art are intertwined in this field since they are based on empirical evidence from human biology and neurology studies. A minor component of the body, they are. A single reflex represents every body part, organ, and gland. As a whole, the body's anatomical design is highly similar to how it functions. It has to do with the way the feet move.



**Main Principles of Reflexology:** The reflex zones are stimulated using special thumb and finger pressure techniques. As we apply our healing powers, physiological changes occur in our bodies. The Principles of Reflexology claims that when an organ or body part is under stress or weak, the area that corresponds to that organ or body part will be more sensitive.

### Treatment Preparation

#### 1 Warm-up twists

There are many ways to start a foot massage, but warm-up twists are one way to do it. To use these principles of reflexology.

- The foot should be held in the palms of both hands.
- Push the left foot back while extending the right foot forward.
- When you make your left foot back, pull your right foot forward.
- Keep twisting your body, moving your hands from your ankle to your toes.

- 2 Arch Rubs:** It is possible to use this technique to massage the bottom of the foot. To use Arch rubs method: You should hold the top of your foot.
- 3 The toe bends:** It may help the feet be more flexible. To use toe bends foot massage technique. With one hand, hold the heel.
- 4 Foot spread:** There is a chance that spreading foot may help the foot grow naturally. To use Foot spread principles of Reflexology.

#### Foot massages method

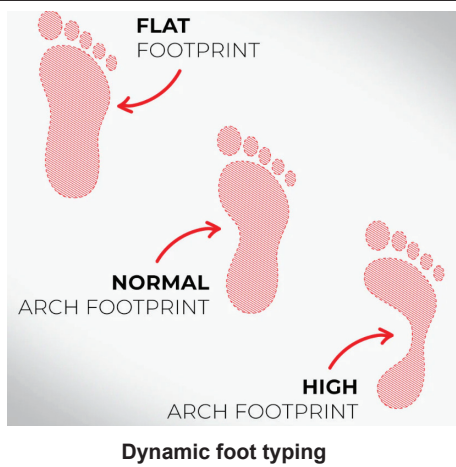
- Hold each side of your foot.
- Push each side of your foot outward.

#### 5 Heel Squeeze Technique

To relieve stress at the back of the foot, you may want to squeeze the heel. It may help. To use this method:

- Keep holding the top of your foot.
- On the other hand, hold the back of the heel.

Fig 2



**6 Knuckle or first work:** Fist work or Knuckle is a way to get the bottom of your foot massage with your hands. To use these principles of Reflexology:

- With one hand, hold your back of the foot.
- On the other hand, have a knuckle or full fist against the bottom of the foot.
- Use your Knuckle or fist for kneading the bottom of your foot with moderate pressure until it is smooth.

**7 Top and side circles:** Top and side circling is a simple way to massage your feet. To use:

- With both hands, hold your foot from below.
- Make a circle with your fingers all the way around your ankles, one on each side of your torso.
- Keep circling the fingers, all the way to the toes.
- Pay attention to how far apart each tendon is from the next.

**8 Thumb work:** Thumb work is another way to get a foot massage. You can do it on the bottom of your foot. To use this method:

- One hand on the side of both feet.
- To do this, place your finger on top of your foot.
- On the toe pads, Thumbs under each foot.
- Use your thumbs to move down each toe, with a bit of pressure.

**9 Pressure points:** Another way to get a good foot massage is to press points on the instep. To use this method:

- On the other hand, the thumb press and let go of the top of the instep.

**10 Achilles massage:** A massage of the Achilles tendon may help to relieve stress on it. To use Achilles massage method:

- Hold on to the Achilles tendon with the other hand between your thumb and index finger.

**11 Toe massage:** Toe massage is very helpful and may relieve tension, and it could also help you sleep better at night. To use Toe massage method:

- Hold the bottom of your foot with one hand.
- With the fingers of the other hand, gently tug, twist, and pull each toe with your other hand.

- Move from the outside toes to the inside toes.

**12 Finishing strokes:** At the end of foot massage finishing strokes, people can use finishing strokes to ensure the message is done well enough. To use this method:

- The foot should be held in the palms of both hands.
- Gently press the left side of the foot back while pulling the bottom half of the foot forward.
- When you do this, make the left side of your foot back while you make the right side forward.

### Foot reflexology benefits

Foot reflexology may help with:

- Stress and relaxation
- Pain management
- Digestion
- Eyestrain
- Improved sleep

### Contraindications for reflexology includes

- Circulatory issues
- Gout
- History of blood clots
- Certain foot injuries such as sprains, strains, or stress fractures
- Painful skin conditions such as blisters or severe eczema or psoriasis
- Contagious skin conditions such as scabies, chicken pox, or athlete's foot
- Certain symptoms of diabetes, including non-healing wounds or peripheral neuropathy

### Pre and Post Treatment Steps

**Drink lots of water:** This will hydrate the body, improve energy levels and flush out toxins. Avoid strenuous exercise and rest for at least two hours after the treatment. Avoid stimulants such as alcohol, tea and coffee. These can diminish the effectiveness of the treatment. Stick to light, nutritious foods after to help your body to heal.

### Pre-Treatment Steps

- 1 Drink Plenty of Water – Staying hydrated before the treatment helps prepare the body, improves circulation, and enhances detoxification.
- 2 Avoid Stimulants – Refrain from consuming alcohol, tea, and coffee before the session, as these can interfere with the treatment's effectiveness.
- 3 Eat Light & Nutritious Meals – Consuming healthy, easily digestible foods ensures the body is in an optimal state for healing.

### Post-Treatment Steps

- 1 Continue Hydrating – Drinking water after the session helps flush out toxins and keeps energy levels balanced.
- 2 Rest & Relax – Avoid strenuous activities and allow at least two hours of rest to let the body fully absorb the benefits of the treatment.
- 3 Maintain a Healthy Diet – Stick to light, nutritious foods

## Body scrub and wraps

**Objectives:** At the end of this lesson you shall be able to

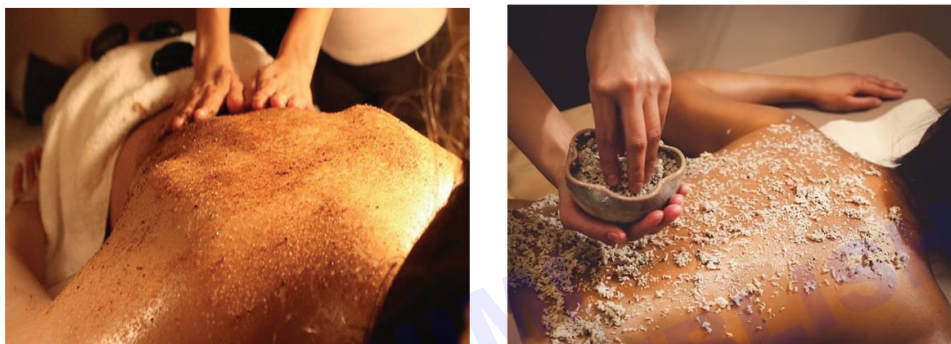
- explain the history of body scrubs and wraps
- describe of and treatment preparation for body scrubs and steps involved
- narrate treatment procedure, benefits, contraindications, pre and post treatment tips.

### Body scrubs

Body scrubs are physical exfoliants, designed with a particle-like thick mixture, which helps to remove the dead skin cells from your body parts. The exfoliating particles of a body scrub usually are a combination of salt and sugar. Body scrubs can either be oil-based, water-based or even in powder form. The concept of body scrubs is not

new and has been there as a body care treatment since ages. Egyptians invented this beauty method to naturally exfoliate their skin. They used to combine exfoliating particles like sugar in perfumed oil to make body scrubs. The method has made its way to modern skincare due to the variety of benefits it offers.

Fig 1



Scrub Treatment

### Treatment preparation and steps

#### 1 Warm Shower

The first step towards a perfect body scrubbing experience, is to start with a warm shower. The warm water and steam will help open up your skin pores, which helps in better exfoliation.

#### 2 Scrub

Take a sufficient amount of body scrub in your hand and apply it on your slightly wet skin. Body scrubbing generally covers your back, neck, arms, legs and chest. Gently massage the scrub in circular motions on your body for 5 to 10 minutes. Wash off after you finish massaging.

#### 3 Moisturize

The next most important step is moisturizing. Choose a moisturizer that suits your skin type and apply it all over your body. Do not use a face cream on your body as this tends to be lighter than body care products.

### Choose the Right Body Scrub the Skin

Choosing the right body scrub is important, as a wrong product can leave your skin dry and irritated. Choose a product that suits the skin type. Also, choose a product depending on how frequently you plan to use it and for which part of the body. Here are the kinds of scrubs, with information on what they're best suited for.

#### 1 Sugar Scrub

Sugar particles are usually round and less abrasive than other natural exfoliants. It is easy and simple to make a mild body scrub with sugar. Since it is a naturally found glycolic acid, it breaks down the dead cells of your skin and provides a smooth skin surface. Sugar also hydrates your skin and helps it maintain the natural moisture level.

**Suitability:** Suits sensitive skin, and skin that is prone to acne. Also, If your skin is dry and needs hydration, sugar scrub can be your pick.

#### 2 Salt Scrub

The grainy particles in salt scrubs are mostly used to smoothen rough areas of your body such as feet and elbows. Salt is a natural skin purifier and removes the toxins from your skin pores. It helps your skin to rejuvenate. So, a salt scrub is a perfect choice to remove stubborn rough skin.

**Suitability:** Rougher areas of the body, especially feet and elbows. Not recommended for sensitive skin

#### 3 Salt & Sugar Scrub

Many of you may need a solution for both dry and rough skin, leaving you confused between salt and sugar scrub. You get the best of both through salt and sugar scrubs. The salt in these scrubs will smooth your skin and sugar will provide hydration.

**Suitability:** People with rough and dry skin can go for the combination of sugar and salt scrub. It can be used in areas like legs, arms, elbows, feet or any body part that needs exfoliation.

#### 4 Other Scrubs

Besides the above, there are other body scrubs made with natural ingredients. These include coffee scrubs which can work wonders for areas prone to cellulite. You may also opt for moisturizing scrubs, if you have dry skin. Finally, there are many herbal body scrubs available which infuse a range of herbs with varying benefits.

**Suitability:** With each packing in a range of benefits, suitability can be tailored for different skin types.

### Benefits of Using Body Scrubs

#### 1 Smoother Skin

Body scrubs remove the dead skin cells from the top layer of your skin. They also clean off the dirt and dust from your skin pores. Exfoliating your body makes your skin fresh, brightened and definitely smoother.

#### 2 Moisturizing Benefits

Body scrubs exfoliate your skin and this opens your clogged skin pores. When you apply moisturizer after scrubbing, it penetrates your skin deeper. This gives you a better moisturising experience, boosts the effects of your moisturizer and hydrates your skin.

#### 3 Prevents Body Bumps

Just like face scrubbing, body scrubbing helps you get rid of the extra sebum oil produced in many parts of the body. Your skin pores stay clean and the chances of bumps reduce.

#### 4 Skin Rejuvenation

Exfoliating with a body scrub, peels off the outermost layer (epidermis) of your skin and gives your skin time to rejuvenate. A fresh, soft and smooth skin regenerates.

#### 5 Lifts Your Mood

Last but not the least, body scrubs have mesmerizing fragrances. Apart from giving you amazing skin benefits, they lift your mood and make you feel refreshed.

### Contra Indications

- Very sensitive skin
- Varicose veins
- High blood pressure
- Open wounds
- Skin disease or disorders
- Heart diseases
- Cancer
- Pregnancy

### The History of Body Wraps

Body wraps have been around for many years, dating all the way back to ancient Egypt, Greece and Rome. Body Wraps are therapies that can detoxify and heal the body, remove excess fat and fluid from tissues, restore minerals, reduce joint pain, tighten and tone the skin, and nourish and soften the skin. Over the past 30 years, with the increase in science in the cosmetic industry, body wraps now top the list of spa treatments that offer cosmetic and therapeutic benefits for the entire body.

### The Science behind Body Wraps

Just below the skin, there are three layers of fat. Within each layer of fat, there are individual fat cells which are surrounded by interstitial fluid. This fluid can accumulate in excess within the cells and between the cells because of a lack of exercise, aging, diets high in salt and sugar, and a build-up of toxins. Body wraps contain ingredients designed to draw out these excess fluids and toxins while restoring nutrients to the body inflamed skin

### Pre-treatment tips

- 1 Always use some sort of exfoliate or recommend your clients to get a body scrub before hand.
- 2 Soak in warm water.
- 3 When you exfoliate, it's best to prepare your whole body by having a good old soak.
- 4 You can shower or bath ,but make sure you have washed your body with soap or body wash before you use a body scrub and
- 5 Make sure that your skin is damp, soft and supple to ensure the best results.

Fig 2



Body Scrub Massage

### Post-treatment tips

- 1 Post scrub, your skin is more receptive to products.
- 2 This also means it is more receptive to dirt and grime.
- 3 A moisturising body lotion acts as a barrier and hydrating agent, protecting your skin against impurities and dryness.

### Body Wraps: Steps, Benefits, Contraindications, Pre & Post Care

#### Steps for Body Wrap Treatment

- 1 **Preparation:** Exfoliate the skin to remove dead cells for better absorption.
- 2 **Application:** Apply the chosen wrap material (mud, clay, seaweed, or herbal mixture) evenly on the body.
- 3 **Wrapping:** Wrap the body with plastic sheets or thermal blankets to retain heat.
- 4 **Relaxation Period:** Leave the wrap on for 20-40 minutes to allow absorption and detoxification.
- 5 **Removal:** Unwrap and rinse off the product with warm water.
- 6 **Moisturization:** Apply a hydrating lotion to nourish the skin.

#### Benefits of Body Wraps

- ✓ Detoxifies the body by drawing out impurities.
- ✓ Improves skin hydration and nourishment.
- ✓ Promotes inch loss and reduces cellulite appearance
- ✓ Enhances blood circulation and relaxation.
- ✓ Provides temporary skin tightening and firming.

### Contraindications (Who Should Avoid Body Wraps?)

- × Pregnant women.
- × Individuals with high blood pressure or heart conditions.
- × People with skin infections, open wounds, or allergies.
- × Those with extreme sensitivity to heat or claustrophobia
- × Individuals with kidney or liver disorders (due to detox effects).

### Pre and Post-Treatment Care for Body Wraps

#### Pre-Treatment Care

- 1 **Stay hydrated:** Drink plenty of water to aid detoxification.
- 2 **Avoid heavy meals:** Eat light at least 1-2 hours before the treatment.
- 3 **Exfoliate the skin:** Gently scrub the skin to remove dead cells for better absorption.
- 4 **Do a patch test:** If you have sensitive skin, test the wrap ingredients to prevent allergic reactions.
- 5 **Avoid caffeine and alcohol:** Refrain from stimulants as they can dehydrate the body.

#### Post-Treatment Care

- 1 **Drink More Water:** Helps flush out toxins and keeps skin hydrated.
- 2 **Eat light and nutritious foods:** Avoid greasy or processed foods for at least 24 hours.
- 3 **Rest and relax:** Avoid strenuous activities to let the body fully absorb the benefits.
- 4 **Moisturize the skin:** Apply a nourishing lotion to keep skin soft and hydrated.

**Identify, select and apply the Spa product and sales according to skin type**

**Objectives:** At the end of this lesson you shall be able to

- state apply the spa product and sales according to skin type
- narrate treatment procedure, benefits, contraindications, pre and post treatment tips.

**Herbs:** Ingredients vary depending on the country, but most poultices include lemongrass (to help regenerate connective tissue, stimulate lymphatic detox and treat water retention); Kaffir lime (to tone skin); camphor (to stimulate the circulatory and nervous systems, and ease muscle spasms); turmeric (an anti-inflammatory and immune booster); and other native spices and herbs.

**Chamomile** relieves pain and provides relief from insect bites.

**Dandelion flowers** renew your skin and will drive away the winter blues.

**Eucalyptus** opens your lungs and helps you breathe.

**Grated ginger** enhances blood flow to all parts of your body.

**Hops** relieve insomnia and will leave you sleepy.

**Jasmine** enhances your mood and refreshes your skin.

**Lavender** calms your nerves and rejuvenates your skin.

**Linden flowers** aid in relaxation and could stifle a cold before it takes hold.

**Meadow-sweet** relieves sore muscles and improves your mood.

**Mint** stimulates and heals your skin.

**Orange** blossoms aid in relaxation and lower blood pressure.

**Parsley** heals bruises.

Rose petals relax your body and refresh your skin after a long day.

**Rosemary** promotes relaxation.

**Sage** prevents stiff, sore muscles after a workout.

**Stinging** nettle promotes circulation and heals aching joints.

**Essential oils**

**1 Chamomile oil:** Chamomile oil is extracted from the chamomile herb, and it has a calming and relaxing effect. It also works well as a mild anti-depressant.

**2 Citrus oils:** Lemon, lime, and orange oil are all energizing essential oils. The zesty aroma of these oils is refreshing, and the properties of the oils boost energy levels and increase feelings of happiness.

**3 Eucalyptus oil:** Not only does eucalyptus oil have an energizing and uplifting effect, but is also

contains immune-strengthening, analgesic, and anti-inflammatory properties.

**Aromatic oils**

**1 Lavender oil:** One of the most common oils used in spa aromatherapy is lavender oil. Not only does this oil have an anti-inflammatory effect, but it is also calming and mood-enhancing.

**2 Peppermint oil:** A fantastic oil for energizing, peppermint oil increases vitality and improves concentration and focus. This oil also contains a high concentration of menthol, which is a natural analgesic and antibacterial substance.

**3 Rosemary oil:** This oil contains a compound called 1.8 cineole, which increases blood flow to the brain. Therefore, it can combat fatigue and increase alertness.

**4 Vetiver oil:** An oil that is great for mood stabilization is vetiver, as this promotes calmness. Some studies show that it can decrease nervous system sensitivity. Therefore, it can control panic attacks and reduce anxiety.

**5 Ylang-ylang oil:** This oil is often used for relaxation, but it also improves the mood and stabilizes blood pressure.

**Body Scrubs:** Body scrubs are physical exfoliants, designed with a particle-like thick mixture, which helps to remove the dead skin cells from your body parts. The exfoliating particles of a body scrub usually are a combination of salt and sugar. Body scrubs can either be oil-based, water-based or even in powder form. The concept of body scrubs is not new and has been there as a body care treatment since ages. Egyptians invented this beauty method to naturally exfoliate their skin. They used to combine exfoliating particles like sugar in perfumed oil to make body scrubs. The method has made its way to modern skincare due to the variety of benefits it offers.

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Just below the skin, there are three layers of fat. Within each layer of fat, there are individual fat cells which are surrounded by interstitial fluid. This fluid can accumulate in excess within the cells and between the cells because of a lack of exercise, aging, diets high in salt and sugar, and a build-up of toxins. Body wraps contain ingredients designed to draw out these excess fluids and toxins while restoring nutrients to the body inflamed skin

### Facial products

- Cleansers, such as Tata Harper Purifying Cleanser or Emma Hardie Moringa Cleansing Balm
- Serums, such as Allies Of Skin Triple Hyaluronic Antioxidant Hydration Serum or Tatcha Violet-C Brightening Serum
- Treatment drops, such as Zelens Power D Treatment Drops
- Eye creams, such as Kiehl's Creamy Eye Treatment With Avocado
- Moisturizers, such as Vichy Aqualia Thermal Rich Cream

**How to choose quality spa products:** Obviously there's only so much time in the day, and you can't try every product that's out on the market. However, we've pulled together a few guidelines that should help you rule out inferior options. Here are seven tips that matter when it comes to choosing the right spa and salon supplies for your business:

#### 1 Check that label

Much like with food, checking the ingredients of the products you use often tells the story. We've heard stories of spa owners and estheticians assuming they're using 100% cotton products, only to find out that rayon is included, too. A simple label check can ensure that you're using premium products.

#### 2 Understand the process

Unfortunately with fiber processing, there's no label to make things easy on us. However, the label can still point you in the right direction. With most single-use spa supplies, this really comes down to fiber processing. Cotton has a much simpler and safer process than rayon. Once you've confirmed it's cotton, then you just want to ensure that a Totally Chlorine-Free process is used to create the purest products.

#### 3 Try trial and error

Experimentation often leads to successful solutions. Within your spa, trying out different products will usually reveal the winners. There's a variety of ways to do this: choose a day to use different products on your colleagues, or conduct a product comparison test with a trusted client. The cream of the crop always rises to the top.

#### 4 It's about absorbency

Now the list shifts more toward spa product traits instead of straight-up research. With many treatments, absorbency is critical, especially when you're removing makeup or products from skin. Once again, cotton

is the star here. Unlike rayon and polyester, cotton becomes stronger when wet, which provides a distinct advantage.

#### 5 Demand durability

That "stronger when wet" characteristic comes into play here as well. When we speak of durability with spa supplies, it's not about durability over time, but simply durability during treatment. A product that tears or rips will only embarrass an esthetician, and frustrate a customer. With premium products, this should never ever be a concern.

#### 6 Keep it very sanitary

We've already discussed checking labels and understanding the process, so hopefully the importance of knowing what's in your products has been hammered home. However, some treatments demand an even higher level of sanitation—nail services come to mind. Using medical-grade cotton supplies helps avoid bacterial and fungal infections, and keeps your spa pristine.

#### 7 Killer customer support

For spa products, customer service can come from a variety of places: a brick-and-mortar store, a distributor, or the manufacturers themselves. Killer customer support can come in a variety of forms: the ability to request samples, knowledgeable staff that can answer your inquiries, the capability to handle large orders quickly, or even the opportunity to request customized products.

### Procedural steps in choosing the right products

#### 1 For preservative

- a) Company/Product Philosophy,
- b) Regulatory considerations,
- c) Product Form
- d) pH

#### 2 For active ingredients

- a) The active ingredient of a product is listed on its box or packaging. Also, the amount of active ingredient is usually listed. A product can also contain inactive ingredients that do not have an effect on the body.

#### 3 Career oil and base creams

- a) Know your skin type
- b) Know your needs,
- c) Know the basics of the product

#### 4 Consult a dermatologist

##### Pre-blended oils

- a) Always carry out a patch test if unsure. Some blends are made specifically for sensitive skin damage or skin blemishes. Blends which contain oils such as lavender, ylang ylang, rosewood and clary sage can all be of benefit.

## 5 Pre Blended creams

- a) Know your skin type,
- b) Think about texture,
- c) Check its Scent
- d) Use SPF

## 6 Shampoos

- a Define Your Scalp Type. While you might think of shampoo strictly as a hair-cleansing agent, it's equally important to consider your scalp when choosing a shampoo. "Shampoos all have different cleansing capabilities; therefore, it's important to identify your scalp type before choosing one.

## 7 Soaps

- a Don't use body soap on your face. Body soaps work fine for cleansing your body but they may dry out your face.
- b If your current soap is making your skin dry, itchy or uncomfortable then it is definitely not the right soap for your skin. Switch to a milder soap that has natural ingredients.
  - i In case you are suffering from any skin disease, ask your dermatologist what kind of soap you need for your skin.

## 8 Lotions

- a The trick is to opt for a lightweight non-greasy formula. It should be non-comedogenic. Products with aloe-vera and cucumber extracts work great on oily texture. Body lotion with vitamin A and E keeps oily type soft, supple and moisturized all day long.

### Licensing (Drug Control)

The access to medicines and drugs must be restricted and regulated to ensure that such goods are not abused or misused by individuals. Thus, all pharmacists, wholesalers, retailers, manufacturers, sellers, dealers and importers of drugs, cosmetics, ayurvedic, Siddha and Unani drugs have to mandatorily obtain drug license under the Drugs and Cosmetics Act, 1940.

The purpose of the drug license is to grant permission to allow enterprises or individuals to engage in businesses related to drugs and cosmetics. No enterprise or individual can operate a business dealing in drugs, medicines or cosmetics without obtaining a drug license in India. The Drugs and Cosmetics Act, 1940 and the Drugs and Cosmetics Rules, 1945, help the government regulate and monitor the quality of drugs sold in India. The government exercises control over drugs from the raw material stage during manufacture, sale, distribution and till it is sold on to a patient or consumer by a pharmacist in a retail pharmacy, hospital or dispensary.

The government also exercises control in the aspects related to import and export of medicines, sale of the drug to a minor, consumption of schedule H & X drugs, etc., that requires thorough monitoring and cautious execution. The drug license is granted by the drug controlling authority under the Drugs and Cosmetics Act, 1940.

### Types of Drug License

- **Manufacturing License:** License issued to a business that manufactures drugs inclusive of allopathic/homoeopathy medicines.
- **Sale License:** License issued for the sale of drugs. It has the following bifurcations: – Wholesale Drug License – Retail Drug License
- **Wholesale License:** A drug wholesaler must obtain a wholesale licence. Wholesale means the sale of the drug to a person/retailer to further sell it.
- **Retail License:** A retail license is required for the retail sale of drugs. A retail sale means the sale of drugs or cosmetics for the consumption of the end consumer. Retailers can sell it to a dispensary, hospital, educational, medical, or research institute. Retailers engaged in pharmaceuticals, cosmetics, stand-alone pharmacists, ayurvedic shops, etc need this license.
- **Loan License:** License issued to a business that does not own the manufacturing unit but uses the manufacturing facilities of another licensee.
- **Import License:** License is issued to any dealer importing the products for the manufacturing of drugs or is engaged in the business of importing drugs in India.
- **Multi-Drug License:** License issued to businesses that own pharmacies in multiple states with the same name.

### Drug Controlling Authority or Regulatory Authority

The drug controlling authority as known as the drugs controller specified under the Drugs and Cosmetic Act is responsible to issue different drug licenses. The drug controlling authorities (licensing authorities) are as follows:

**State Drugs Standard Control Organization (SDSCO)** – Issues licenses for the sales, distribution, and manufacture of drugs regulated by the state authorities.

**Central Drugs Standard Control Organization (CDSCO)** – Responsible for approving and issuing licenses for the newly made drugs and clinical trials of drugs. It also controls the quality of the imported drugs and coordinates with the SDSCO.

**State Drug Controlling Authority with approval by the Central License Approving Authority** – Issues licenses for establishing blood banks and their components and products like Vaccines, Sera, etc.

**Department of Ayush** – Issues licenses for ayurvedic, Unani, Siddha, homoeopathic and herbal products for cosmetic and medical use.

### Prerequisites for Obtaining a License

**Pharmacist/ Competent Individual:** The pharmacist must be qualified in the case of a retail business. In the case of a wholesale business, the individual must be a graduate with 1-year experience or an undergraduate with 4 years of experience.

**Space Requirement:** The other important requirement is space that is the area of the pharmacy/unit. For both wholesale and retail licenses the area of the pharmacy/unit should be 15 square meters. In the case of a retail and medical shop, it should be 10 square meters. The clear height of the sales premises shall be as per the guidelines laid down under the National Building Code of India, 2005.

**Storage Facility:** The other important requirement is storage facility since some drugs require to be stored in low temperatures, refrigerators and air conditioners are a must.

**Technical Staff:** The retail pharmacy staff must be experienced with in-depth knowledge. The staff of the wholesale pharmacy must be a graduate with a minimum of 1-year experience or an undergraduate having four years of experience.

### Application for a Drug License

The drug controlling authority or the regulatory authority is responsible for issuing the drug license. The applicant must apply to the respective drug controlling authority based on the license he/she requires as each drug controlling authority is responsible to issue different licenses (as stated above). The following is the process for obtaining the drug license:

- 1 Visit the respective drug controlling authority website:** The applicant must visit the respective drug controlling authority (SDSCO, CDSCO or Ayush) depending on the type of license he/she is applying for since each drug controlling authority is responsible for the issue of different types of drug licenses.
- 2 Filing of application:** The applicant must file the drug license application online on the respective drug controlling authority website. The applicant must fill all the details asked in the application form.
- 3 Upload documents:** After filling in the details on the application form, the next step is to upload the documents and submit the form along with the applicable fees. The applicant must keep all the documents updated before filing the application.
- 4 Visit by drug inspector:** After receiving the application form, the drug Inspector will personally visit the company premises, shop or the drugstore for the verification of documents and correctness of facts stated in the application.
- 5 Grant of the drug license:** After inspection and verification by the drug inspector, the drugs controller will issue the drug license.

### Product Testing

Product testing gives your target audience a range of options and asks them to provide feedback on each one. With product testing, you can compare metrics like purchase intent, quality, and value to find out which product concepts customers like best. Drawing on those insights, you can craft products that will resonate, sell and engender loyal customers. Let's take a closer look at what product

testing entails, and why you need to do it. Sometimes described as consumer testing or comparative testing, product testing is the process of measuring the properties or likely performance of products among a target audience. While a great product can recover from a less than stellar launch, an impressive launch can't save a product that nobody wants to buy. By asking for audience feedback on your product concepts before moving forward with a launch, you can identify successful product ideas right off the bat. This ensures that you commit money and resources to the right projects.

### Different goals achieved through product testing

- 1 Determine whether a new product development program is on track:** If you're developing a new product, one of the worst things you can do is to wait until the end of the development stage to test whether your product lands with those people you want to market it to. The most successful products are tested regularly throughout the development process in order to demonstrate proof of concept and to make sure that the final product is exactly what the customer wants.
- 2 Decide suitability for end use:** Product marketing doesn't end when the customer leaves the store or gets the product to their home. If you want people to come back time and time again, or to shout about the product to prospective new customers, you'll need to validate the suitability of your product for the end user.
- 3 Introduce your product to the customer:** One of the biggest causes of product failure is the failure to adequately communicate the purpose of the product to the market. Product testing can help ensure that consumers understand what your products will do for them, and which products offer them the best value.
- 4 Solve problems with current products:** Too often, new products are recalled or have to be developed because of problems only recognized once they're sold. Product testing can help to avoid costly errors or oversights by having the end user try out the product and send that all important feedback.
- 5 Increase consumer protection:** If you're distributing a new product or service, it's in your best interest to check the claims made during marketing campaigns.
- 6 Identify potential cost savings:** The cost of developing or redeveloping products can be tremendous. Oftentimes, features are added that customers don't really value, or tweaks are made that make little difference to the bottom line. By testing your product before it reaches the market, you can make sure that every penny of your research and development adds value.

### Product Efficacy

Efficacy means how well your product works. While a lot of products promise a therapeutic effect on the skin, efficacy means that the product does indeed provide the promised results. Efficacy in skincare is important to consider as it is the delivery system of ingredients to the skin.

## Shelf life

Shelf life is the length of time that a commodity may be stored without becoming unfit for use, consumption, or sale. In other words, it might refer to whether a commodity should no longer be on a pantry shelf (unfit for use), or no longer on a supermarket shelf. In some regions, an advisory best before, mandatory use by or freshness date is required on packaged perishable foods. The concept of expiration date is related but legally distinct in some jurisdictions.

## Storage

A master data element in SAP SCM, product storage definition defines storage options and thus the modeling of enhanced product flow. It supports both sources of supply types, namely, production process model (PPM) and production data structure (PDS). Storage is the activity of storing products at warehouses and logistics centers. Its role is to provide a steady supply of goods to the market to fill the temporal gap between producers and consumers. It also plays an important role in maintaining quality at warehouses and logistics centers and value of products.

Storage is an important marketing function, which involves holding and preserving goods from the time they are produced until they are needed for consumption. The storage of goods, therefore, from the time of production to the time of consumption, ensures a continuous flow of goods in the market. One might think that storage and warehouse are the same things but they are not. Storage is the process of stocking condiments. And this process of stocking goods or condiments is called warehousing. The place where the goods are stored is called the "warehouse".

## Contamination

For companies of all sizes, product contamination is a loss exposure that cannot be ignored. Contamination, whether the result of criminal acts or simple human error, is occurring with alarming frequency in the U.S. and around the world. Companies that fall victim to these types of incidents often incur staggering costs in damage control and in the restoration of profits and brand reputation. The policy offers business interruption coverage back to pre-incident sales and also covers brand name rehabilitation costs. Numerous other additional expenses are covered, including recall costs, incident expenses and crisis management advice. Coverage is available to restaurants of any size as well as single or multi-location enterprises, including individual groups of franchisees.

## Best for

- Food and beverage / nutraceutical industry
- Manufacturers / processors
- Retailers
- Wholesalers
- Distributors
- Importers

- Growers
- Processors
- Bottlers
- Ingredient suppliers
- Any company handling food & beverage products within the supply chain

## Highlights

- Malicious product tampering
- Accidental product contamination
- Adverse publicity
- Government recall
- Capacity of up to US \$10 million
- Excess capacity up to US \$20 million (minimum attachment point 10 M in underlying limits)
- The ability to customize the policy to cover only specific products or exposures
- Worldwide policy territory
- 24/7 access to Crisis Consultants
- Fully dedicated Crisis Management Claims Teams

## Summary of coverage

Our policy is designed to provide critical coverages for contamination incidents and related exposures not contemplated under the scope of traditional general liability or product extortion insurance. Because we specialize in small to medium size food and beverage risks with sales of up to US \$650 million, we can provide a customized policy that addresses the needs of the mid-market segment.

The policy offers business interruption coverage back to pre-incident sales and also covers brand name rehabilitation costs. Numerous other additional expenses are covered, including recall costs, incident expenses and crisis management advice.

## Standard coverage

- First party and customer recall-related expenses, including but not limited to, laboratory analysis, transportation, radio, internet and television announcements, and third-party recall expenses
- Loss of gross profit for a period of up to 18 months
- Rehabilitation expenses
- Value of contaminated products
- Crisis response and consultant expenses, including public relations and recall consultants
- Pre-Recall and Pre-Contamination expenses
- Unsubstantiated retailer costs
- Increased cost of working
- Extortion costs
- Government recall and adverse publicity at full policy limits

- No self-insured retention applying to crisis consultant expenses or extortion costs

### Optional coverage / services

- Government determination (enhanced)
- Comprehensive product refusal
- Customer loss of gross profit for a period of up to 18 months
- Third party expense indemnity
- Customer rehabilitation
- Forensic Accounting and Claims Services
- Multi-year policy periods available for select risks at a discounted rate
- No self-insured retention applying to crisis consultant expenses or extortion costs

Up to 10% of the Gross Written Premium can be used for preventative services provided by Sedgwick brand protection

### Allergies

Allergies are body's reaction to a foreign protein. Usually, these proteins (allergens) are harmless. However, if anyone has an allergy to a particular protein, their body's defence system (immune system) overreacts to its presence in your body. An allergic reaction is the way your body responds to an allergen. If you have allergies, the first time you encounter a specific allergen, your body responds by creating immunoglobulin E (IgE). Your immune system makes antibodies to form IgE. IgE antibodies bind to mast cells (allergy cells) that live in your skin, respiratory tract (airways) and the mucus membrane in the hollow organs that connect to each other from your mouth to your anus (gastrointestinal or GI tract).

The antibodies find the allergens in your body and help remove them by taking them to the mast cell (allergy cell), where they attach to a special receptor. This causes the allergy cell to release histamine. Histamine is what causes your allergy symptoms.

Allergies are very common.

More than 50 million people in the United States have an allergic reaction each year. They're the sixth-leading cause of long-term illness in the United States.

Allergies can affect anyone.

You're more likely to have or develop allergies if your biological parents have allergies.

### Symptoms and causes

The most common allergies include:

#### 1 Certain foods

Food allergies develop when your body releases a specific antibody to a particular food. An allergic reaction occurs within minutes of eating the food, and symptoms can be severe. Symptoms may include:

- Itching all over your body (generalized pruritus).

- Itching in just one certain part of your body (localized pruritus).
- Nausea and vomiting.
- Hives.
- Swelling around your mouth, including your throat, tongue or face.

If you have an IgE-mediated food allergy, symptoms may also include anaphylaxis. It may present as any one of the above symptoms or a combination of the above symptoms. It usually occurs within 30 minutes of ingesting a food you're allergic to.

In adults, the most common food allergies are:

- Milk.
- Eggs.
- Wheat.
- Soy.
- Peanuts.
- Tree nuts.
- Shellfish.

In children, the most common food allergies are:

- Milk.
- Eggs.
- Wheat.
- Soy.
- Peanuts
- Tree nuts.

### Inhalants

Inhalant allergies are airborne substances that you inhale (breathe in). They include allergens that may affect you throughout the year (perennial allergens) and seasonal allergens.

Inhalant allergy symptoms include:

- Runny nose.
- Stuffy nose.
- Itchy nose.
- Sneezing.
- Itchy eyes.
- Watery eyes.

If you have asthma, inhalant allergies can also trigger or worsen your symptoms, including wheezing and shortness of breath.

### Perennial allergens include

- **Pets:** Pet allergens include certain proteins in animal fur, skin (dander), urine (pee) and saliva (spit).
- **Dust mites:** Dust mites are tiny, eight-legged relatives of spiders. They're too small to see with your eyes.

They live in dust and the fibers of household objects, such as pillows, mattresses, carpets and upholstery.

- **Cockroaches:** Cockroaches are reddish-brown insects that are 1.5 to 2 inches (in) long. The proteins in their feces (poop), spit, eggs and dead body parts can cause allergic reactions.
- **Molds:** Molds are tiny fungi (plural of fungus). They have spores that float in the air, like pollen. Common mold allergies include Aspergillus, Cladosporium and Alternaria.

#### Differences between sales and marketing

Sales	Marketing
<b>Definition</b>	
Sales is a transfer of product from the manufacturer to the customer in exchange for the money	Marketing is understanding the customers need and introducing a product
<b>Approach</b>	
Product oriented approach is followed	Customer oriented approach is followed
<b>Strategy adopted</b>	
Sales follows push strategy	Marketing adopts pull strategy
<b>Target audience</b>	
Individuals and companies	Target audience for marketing is the public in general
<b>Tenure</b>	
Short-term	Long-term
<b>Primary Objective</b>	
Influence the target audience to become buyers of the product	Identify customer requirements and make products that fulfills their requirements
<b>Scope</b>	
Scope of sales is limited only towards product selling.	Scope of marketing is varied and includes advertisement, customer support, after sales service etc.
<b>Essential skills required</b>	
Good communication and selling skills	Good analytical skills

- **Seasonal allergies include pollens:** Pollen is microspores from trees, grass or weeds that appear as a fine dust on surfaces or float in the air. Tree pollens generally appear in the spring, while weed pollens generally appear in the fall.

#### Customer consultation

Customer consultations are full of opportunity for your business. A thorough consultation can help you identify the right products and services for each customer, build valuable customer relationships, and even upsell services. The perfect customer consultation will do this entire well, but conducting a fantastic consultation can be a challenge. If consultations are a regular part of your business, it's worth your time to focus on perfecting them.

#### Steps to the best customer consultation experience

A great consultation isn't as simple as it might seem. A lot of thought and preparation go into creating an effective consultation that converts a prospect into a customer or customer.

- 1 Understand your goals:** Before you head into a consultation, outline what you want to achieve. Is your goal to get the customer to sign a contract and officially become a new customer? Do you want the customer to sign up for a free trial, or is your goal to interest them in a higher-priced package? Once you've identified your goals, you can better structure the conversation to achieve them.
- 2 Start with a consultation form:** A consultation form gives you a valuable advantage when you're preparing for your meeting, and you can incorporate it directly into your content marketing funnel or sales funnel. By asking potential customers to complete the form ahead of time, you can gather a little extra information so you can quickly adjust your approach to make a more meaningful connection. For instance, if your customer has indicated they're looking for particular qualities in a service, you can highlight how your services will satisfy their specific needs.
- 3 Be aware of your body language:** Body language can be a benefit or a detractor during in-person consultations. Simple elements of body language - like crossing your arms across your chest or smiling - can send certain signals to your customer. And your customers can send you important cues in the same way. Focus on establishing body language that shows you're friendly and genuine. Smile, maintain eye contact, lean in toward your customer a bit, and engage with them during the meeting.
- 4 Approach the consultation as a conversation:** When you're confident about your services and proud of what you have to offer, it can be easy to fall into the trap of turning your consultation into a presentation - where you speak and the customer listens. This can be off-putting to customers, making them feel like you don't value them as individuals.
- 5 Ask the right questions:** Your consultation questions are key to understanding your customer's expectations, needs, and pain points. Be prepared with questions that will help you gain valuable information - such as asking, "What do you dislike about your current service?" and "What would an ideal service experience look like for you?" By posing open-ended questions,

you're giving the customer a chance to share details you might not otherwise discover. These details could be key to a customer conversion.

- 6 Frame the conversation as if the potential customer has signed on:** Stay positive during the conversation. Behave as if you're talking to one of your regular customers who will definitely use your services.
- 7 Be prepared with all of your information:** During a consultation, you don't want to be scrambling for price sheets, online or paper contracts, and product samples. Prepare all of these materials beforehand, and make sure that you can access them easily. If the customer is ready to proceed to the next steps, you need to make that process as smooth and easy as possible.
- 8 Be confident:** Confidence will come from knowing and believing in your business. You'll also gain confidence as you conduct more consultations — or practice your consultation skills. When you deliver pricing, highlight the benefits of working with your business, or show how you can deliver what the customer wants, do it with confidence. Your delivery will show the customer that they can trust you and your business.

### Customer analysis

A customer analysis (or customer profile) is a critical section of a company's business plan or marketing plan. It identifies target customers, ascertains the needs of these customers, and then specifies how the product satisfies these needs. Customer analysis can be broken down into a behavioral profile (why your product matches a customer's lifestyle) and a demographic profile (describing a customer's demographic attributes).

A customer profile is a simple tool that can help business better understand current and potential customers, so they can increase sales and grow their business. Customer profiles are a collection of information about customers that help determine why people buy or don't buy a product. Customer profiles can also help develop targeted marketing plans and help ensure that products meet the needs of their intended audience.

### Behavioral analysis (Customer buying criteria)

A behavioral analysis of customers (or psychographic profile) seeks to identify and weigh the relative importance of factors consumers use to choose one product over another. These factors, sometimes called buying criteria, are key to understanding the reasons that customers choose to buy your product (or service) versus the products offered by your competitors. The four major criteria that customers use to distinguish competing products are: price, quality, convenience and prestige.

In consumer transactions, price and quality tend to be the dominant factors. However with business-to-business (B2B) transactions (also called industrial marketing), service issues such as reliability, payment terms, and delivery schedule become much more important. The sales transaction in an industrial marketing scenario also differs from consumer marketing in that the purchase

decision is typically made by a group of people instead of one person, and the selling process can be much more complex (including stages such as: request for bid, proposal preparation and contract negotiations).

By identifying customer needs through market research and analysis, companies can develop a clear and concise value proposition which reflects the tangible benefits that customers can expect from the company's products. And once the primary buying criteria have been identified, marketing efforts can influence the customer's perception of the product along the four main dimensions (price, quality, convenience and prestige), relative to the competition's product.

### Behavioral analysis (Purchase process and patterns)

Occasionally, customer behavior analysis requires a more in-depth understanding of the actual decision-making process of the customer purchase. This may be especially true in an industrial marketing scenario. Examples of purchase process questions to be answered here include:

- What steps are involved in the decision-making process?
- What sources of information are sought?
- What is a timeline for a purchase (e.g., impulse vs. extended decision-making)?
- Will the customer consult others in their organization/family before making a decision?
- Who has the authority to make the final decision?
- Will the customer seek multiple bids?
- Will the product/service require significant modifications?

Behavior profiles can also focus on actions, such as: which types of items were purchased, how frequently items are purchased, the average transaction value, or which items were purchased in conjunction with other items. To understand the buying habits and patterns of your customers, answer the following questions:

- Reason/occasion for purchase?
- Number of times they'll purchase?
- Timetable of purchase, every week, month, quarter, etc.?
- Amount of product/service purchased?
- How long to make a decision to purchase?
- Where does the customer purchase and/or use the product/service?

### Importance of product knowledge

The second major component in customer analysis is identifying target market segments that are predisposed to preferring your products over those of your competitors. A market segment is a sub-set of a market made up of people or organizations with one or more characteristics that cause them to demand similar product and/or services based on qualities of those products such as price or function. A marketing program aimed at individual

segments needs to understand and capitalize on the group's differences and use them strategically in all advertising campaigns. Gender, age, ethnicity, geography and income are all market-segmenting criteria based on demographics.

#### **Typical questions to ask when determining the demographics of the target market include:**

- what is the age range of the customer who wants my product or service?
- Which gender would be most interested in this product or service?
- What is the income level of my potential customers?
- What level of education do they have?
- What is their marital or family status: Are they married, single, divorced? Do they have kids, grandkids?
- What are the hobbies of my target customers?

**The target market segments are specified by demographic factors:** age, income, education, ethnicity, geography, etc. Then by having a well-defined set of demographic factors, marketing will be able to identify the best channels to reach these specific demographic segments.

#### **Approaching customer and learning the needs**

Identifying customer needs is mission-critical for businesses looking to create a product that truly speaks to their customers' problems. Not to mention, the easiest way to position your brand smartly in the market is to unite your internal teams behind the specific needs of your customers. In other words, discover what makes the loyal customers loyal. Customer-centric companies are 60% more profitable than companies that don't focus on customers.

#### **4 key elements to include in a customer-first strategy:**

##### **1 Identify what the customers want**

66% of customers expect companies to understand their needs and expectations. The best way to identify their needs is to take an organized approach. Some refer to this as a customer needs analysis, which provides you with valuable insights about your target audience. Common methods for discovering what customers want include focus groups, social listening, and keyword research.

##### **2 Distribute feedback throughout your organization**

Once you've collected data, build insights about your customers and share findings about them with your teams. Use those insights to identify opportunities for improving your products or services—and/or improving the way you describe them on your website—that make the conversion path as easy as possible. Conducting this type of research effort and sharing results regularly with your team will lead to more proactive, strategic, and data-oriented marketing efforts, hopefully replacing more reactive ones.

#### **3 Create product/service features based on customer feedback**

Suggestions and feedback from customers can make your products and services even better than they already are, creating loyal customers who refer their friends to your brand.

#### **4 Collect further customer feedback on changes you've made based**

Want to turn customers into advocates for your brand? After you've made improvements based on customer feedback, it's time to return to the first step to collect further feedback on the changes you just rolled out. The customer knows best—there could be more areas for improvement or a feature that didn't quite hit the mark. Continue meeting their needs so they feel valued.

#### **Customer sales interaction**

During a sale many successful businesses use point-of-sale techniques to build customer relationships and grow profits. After-sales service includes how you follow up after the customer, such as providing follow-up contact and dealing with complaints. Providing after-sales service keeps your customers coming back to you and encourages them to refer your business to others.

#### **Selling strategies before the sales**

Sales add-ons can enhance a product and increase the dollar value of your sales.

These might include:

- Up-selling
- Cross-selling.

##### **Up-selling**

Up-selling is suggesting a more profitable product and letting your customer know about the additional benefits they would receive by buying it. Make sure your up-selling suggestions meet your customer's needs to ensure you're maintaining customer trust and confidence in your business.

Consider these examples of up-selling.

##### **Cross-selling**

Cross-selling is providing your customer with additional suggestions about the product or service they're considering or purchasing (also known as suggestive selling). Make sure you and your staff understands related products and their features. Offering extended warranties can also be an effective cross-selling technique.

#### **Service strategies at the point of sale**

Customer service can add to a customer's experience and determine whether or not they buy from you again. You could use the point-of-sale interaction to:

- Thank customers for their business
- Suggest related products or services that will enhance the customer's experience

- Invite them to join a loyalty program (possibly with immediate discounts on the purchase they're making)
- Explain return policies, especially if your guarantees, warranties and refunds policies offer more than the law requires
- Provide installation or after-care instructions
- Give your customers free product samples
- Share your contact details or business card, and collect customer details to add your contact database, mailing list or customer loyalty program
- Refer your customer to your social media or website to stay up to date with sales and promotions
- Offer gift wrapping or to help carry large products to the customer's car.

### After - sales follow up

Contacting your customers to follow up after you have sold them a high-value product or service demonstrates your commitment to customer service builds customer loyalty and helps generate repeat sales and referrals. It also shows customers that you value their feedback or opinion.

### Using customer information

To follow up after a sale, one could,

- Contact customers to ensure they are happy
- Give updates on delivery or service arrangements, or check that goods have been received
- Provide repairs, refunds and warranties
- Create opportunities for customer follow-up such as sales alerts
- Suggest add-ons to further enhance the customer's satisfaction with the product or service.

### Building customer loyalty

Most customers appreciate personalized care and attention. Remembering your customer's name, or a previous interaction, helps your customer feel valued. It also costs less time and money to sell to existing customers than it does to onboard, persuade and sell to new customers. Loyalty programs can help build repeat business by encouraging customers to return on a regular basis. Loyalty strategies include:

- Offering customers a free product or service after purchasing a set amount (e.g. buy 9 coffees, get the 10th free)
- Creating membership programs with perks such as discounts or early access to sales
- Offering rewards for referring new customers to your business.

**Generating repeat sales:** Tell your customers about sales, promotions and services you provide. Help your customer feel that they benefit by receiving preferential treatment and inside information from you.

### Generate repeat sales by:

- Advising customers of specials or promotions via subscription opportunities (i.e. newsletter or customer portal)
- Sending periodical updates to advertise your business (e.g. new products, sales)
- Offering product demonstrations
- Selling gift cards and arranging gift orders
- Drawing customers' attention to related products that provide them with different or additional benefits.

### When customers contact you

Customers who contact your business after a sale present an opportunity to build relationships, improve customer service, and potentially purchase other products. Customers will contact your business for many reasons, to ask about your products, check up on a delivery, question your service or make a complaint.

### Improving service for after-sales queries

- Aim to answer queries about purchased products as promptly, accurately and realistically as possible.
- Check your customer's contact details at the same time.
- If you can't help your customer, refer them to someone who can—you may need to make some enquiries and get back to them with a referral or suggestion.
- Ensure you and your staff is generous with your time and personal attention to your customer's needs.
- Show your customer that you want to help them.
- Follow up on any queries you receive to make sure you have resolved your customer's questions.

**Online after - sales service:** Customers may search your website or post a comment on social media instead of making direct contact with your business.

- Provide correct and up-to-date information on your website
- Respond to any comments left on your social media channels
- Offer online support for customers to help manage questions or feedback (e.g. an online help desk or enquiries email).

**Turning complaints into compliments:** When a customer invests time to complain to your business, take the opportunity to turn the situation into a positive experience which means the customer is more likely to return to your business.

### When your customers leave negative feedback

- Have a clear policy in place for your staff to follow
- Reward them for contacting you with problems. Offer them enhanced service or a discounted product to thank them for bringing their issue to your attention

- Encourage them to bring their concerns about your business direct to you, instead of complaining to others or on social media platforms.

**Continued sales and product training:** Product training increases your sales team's effectiveness and can have a big impact on your sales and revenue. Learn how boosting your team's product knowledge can benefit your organization and get tips for making courses engaging. Product training is a learning program focused on the ins and outs of your products or services. It covers the features, policies, and best practices that help customers get the most out of your offerings.

Product training ensures your reps have the product knowledge to confidently sell to and support your target customers. It's kind of a big deal, so implementing product training for your sales team may seem intimidating at first. But with a good understanding of what it is (and what it's not) and a little planning, you can move forward with confidence.

**Product training myths:** Many organizations overlook training sales teams because they think executing a robust training program is beyond their abilities. If they do have training, they misunderstand what it should look like. They end up with an incomplete course and miss out on key advantages. Here are a few myths that make companies reluctant about product training and the truths behind them.

**Myth #1: Product training is purely technical:** People assume training only addresses the technical features and functions of the product they offer.

**Truth:** Training should cover all the information sales reps need to communicate your product's usefulness. This can include market analysis (including competitor comparisons), customer pain points, and best practices for using your product. The right information will turn your sales reps into experts and brand advocates.

**Myth #2: Product training is only for tech-savvy people**

Product training often involves videos, simulations, and technical walkthroughs. So many people think it won't be accessible to salespeople whose jobs don't always involve lots of use of the latest tech.

**Truth:** Technology often plays a big part in effective product training. But well-designed courses are accessible to all employees.

**Myth #3: Product training is only for new hires**

Many view product training as a tool to bring new employees up to speed. They don't see a need for more experienced team members to participate.

**Truth:** Yes, training should be a key part of your on-boarding process. But products, sales processes, and markets are always evolving, and even your top performers' benefit from regular Learning and development.

**Myth #4: Product training is a one-time event:** Even when they're open to training sales teams, leaders assume they only need to cover the content once.

**Truth:** Continuous development is core to successful sales. Even the most seasoned employees need refreshers on the basics. You should update employees regularly on new product features, the latest resources, and best practices for connecting with customers.

**How product training benefits your sales team**

**Makes Cross-Selling and Up-Selling easier:** A team member who understands your products can more clearly see connections between client needs and your solutions. They'll better recognize opportunities to introduce customers to different products.

**Turns salespeople into strong advocates:** When a sales rep believes in your product, they'll be naturally enthusiastic about selling it. Employees who understand how your product can improve your customers' lives have greater energy around selling it. They'll go above and beyond to close more deals.

**Enhances sales Reps' confidence:** Team members armed with market and product knowledge won't hesitate to push toward a sale. When they can make informative presentations and answer tough questions, they'll be more likely to step up to conversations.

**Helps reps align solutions with customer pain points:** Understanding specific product use cases will help your sales team position your product. They'll show customers how your solution can address their unique problems.

**Builds trust with clients:** When they know your product inside out, your team can answer difficult sales questions. Customers looking for solutions to complex problems will feel comfortable coming to your team for answers.

**Tips for engaging salespeople in your training**

- **Communicate the value up front:** Share what your employees will get from training (including the benefits listed above) in the invite and the course description. If relevant, include endorsements from those who've already gone through the training. Add quotes from other employees about how it helped them. Or share customer success stories that happened as a result of the course.
- **Make the content compelling and interactive:** Take full advantage of your LMS features to include engaging media like videos and info-graphics. Keep training from becoming a passive experience by incorporating interactive quizzes or exercises. Different learners respond to different stimuli. These features will keep their attention and push them to think more deeply about the content.
- **Make it accessible with micro-learning:** Divide lessons into short, bite-sized chunks that make it easy for learners to focus on one concept at a time. And choose a platform that can be formatted for mobile devices. Today's learners are used to navigating and accessing information on their smart phones. Make it easy for them to engage by putting your content on a familiar platform.

## Different SPA therapies

**Objectives:** At the end of this lesson you shall be able to

- describe the purpose of acupressure, acupuncture, colon therapy and Chinese medicine
- determine the knowledge on ear candling, electropathy, gem therapy and herbalism
- describe the purpose of homoeopathy, naturopathy, physiotherapy, Reiki and Tibetan medicine.

### Accu pressure

Acupressure is a type of massage therapy in which manual pressure is applied to specific points on the body. It is a practice of traditional Chinese medicine (TCM) practice that is similar to acupuncture, except that it uses fingertip pressure instead of needles. Acupressure is said to help with a range of conditions, from motion sickness to headache to muscle pain. TCM practitioners say acupressure benefits are achieved by using pressure points along the energy pathways in the body, to encourage the free flow of energy.

Acupressure is thought to treat blocked energy, although it remains uncertain exactly what acupressure does. Some think the pressure may cause the release of endorphins. These are natural pain-relieving chemicals in the body. There are 361 pressure points on 14 meridians. The points are the same as those used in acupuncture.

### Indications

- Stress management
- Headache
- Menstrual cramps
- Motion sickness
- Muscle tension and pain
- Nausea and vomiting during pregnancy and morning sickness
- Nausea and vomiting after surgery or chemotherapy
- Cancer-related and other forms of fatigue

### Contraindications

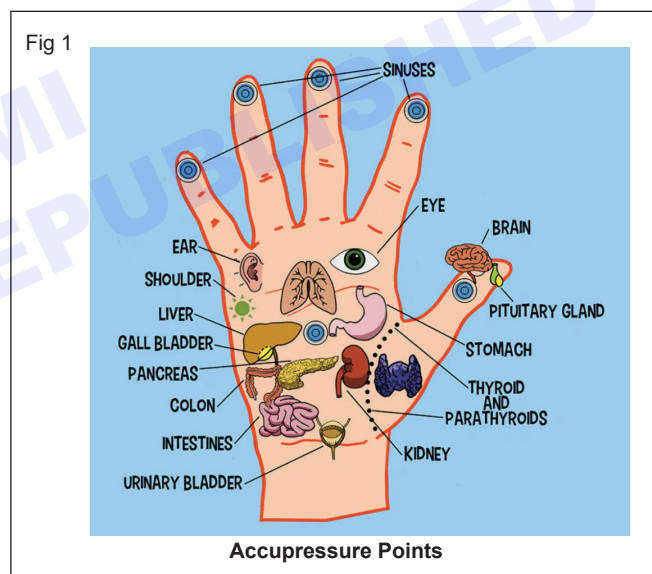
If you have any of these conditions, talk to your healthcare provider before trying acupressure.

- Osteoporosis
- Recent fracture or injury
- Cancer
- Easy bruising
- A bleeding disorder
- Heart disease
- Uncontrolled blood pressure
- Diabetes

### Accu puncture

Acupuncture is a traditional Chinese medicine practice that is based on the idea that a blockage or disturbance in the flow of the body's life energy, can cause health issues. Acupuncturists insert thin needles into specific points throughout the body to balance the body's energy, stimulate healing, and promote relaxation.

- Acupuncture may stimulate the release of endorphins, the body's natural pain-relieving chemicals.
- Acupuncture may influence the autonomic nervous system, and needle placement may impact breathing, blood pressure, and heart rate.(Fig 1)



### Indications

Acupuncture may be useful for a variety of conditions, including:

- Anxiety
- Arthritis, which describes conditions that involve joint inflammation
- Long-term pain
- Depression
- Insomnia, a condition that involves sleep-related difficulties
- Migraines, which are intense headaches that often include other symptoms
- Nausea
- Sinus congestion, or nasal stuffiness

- Stress
- Infertility, which describes difficulty getting pregnant
- Addiction
- Skin appearance

### Contra Indications

- Drug or alcohol intoxication
- Use of a demand pacemaker (here, electro-acupuncture is sometimes contraindicated)
- Seizure disorders
- Bleeding disorder such as haemophilia or use of blood thinners

### Infectious skin disorder or disease

- If pregnant, we avoid needling in the abdominal area or lumbosacral region. It is also advisable to avoid any acupuncture that might stimulate the early delivery of the fetus or even lead to abortion. Not all these points are located on the abdominal area or lumbosacral region.
- Directly over tumours or in areas that are ulcerated

**Colon therapy:** Hydrotherapy of the colon, also known as colonic cleansing or irrigation, involves using water to flush waste out of the large intestine. The colon is the large intestine, and it absorbs water and salts from waste material that has travelled through the body. Bacteria in the colon break down the remaining material, which then exits the body through the rectum and anus.(Fig 2)

### Benefits

- Weight loss
- Treatment of irritable bowel syndrome
- Detoxification
- Cleansing before surgery

### Procedure

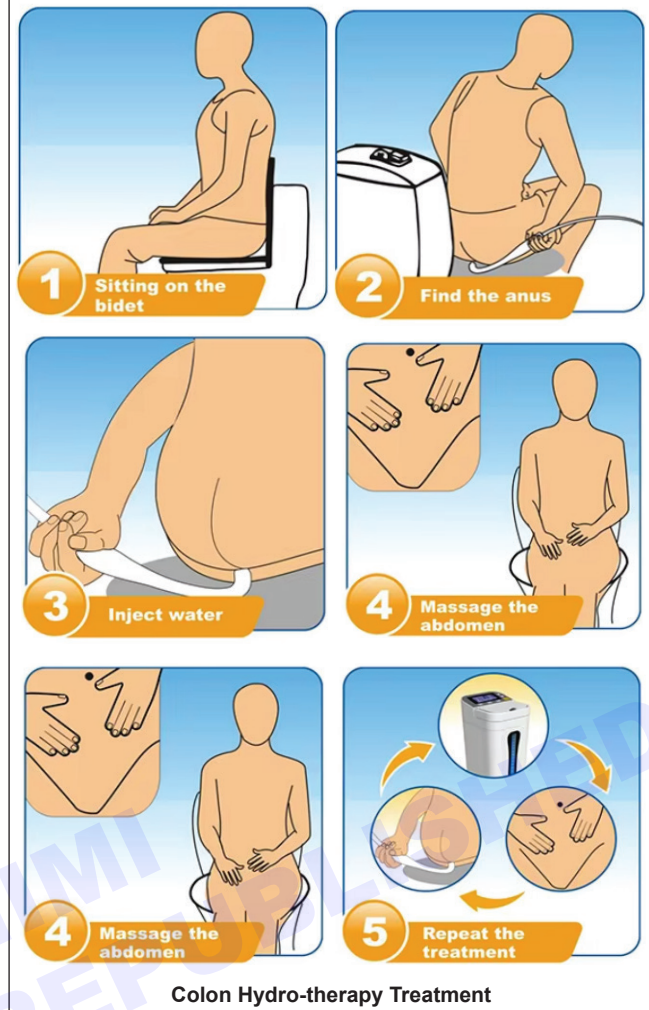
- 1 Colonic irrigation involves inserting the nozzle of a device into the rectum to send water into the colon.
- 2 A person can control the pressure and temperature of the water, and the entire procedure usually takes around 45 minutes.
- 3 Approximately 16 gallons of water pass through the bowel, and the fluid may contain herbal infusions or coffee. These supposedly offer additional benefits, though there is little, if any, evidence of this.

### Risks and complications

Mild unwanted effects may include:

- stomach pain and cramping
- fullness and bloating
- diarrhea
- dizziness, nausea, and vomiting
- anal irritation and soreness

Fig 2



More severe complications of hydrotherapy of the colon can include:

- pancreatitis
- kidney failure
- heart failure

### Chinese medicine

Traditional Chinese medicine (TCM) is thousands of years old and has changed little over the centuries. Its basic concept is that a vital force of life, called Qi, surges through the body. Any imbalance to Qi can cause disease and illness. This imbalance is most commonly thought to be caused by an alteration in the opposite and complementary forces that make up the Qi. These are called yin and yang.

Ancient Chinese believed that humans are microcosms of the larger surrounding universe, and are interconnected with nature and subject to its forces. Balance between health and disease is a key concept. TCM treatment seeks to restore this balance through treatment specific to the individual. It is believed that to regain balance, you must achieve the balance between the internal body organs and the external elements of earth, fire, water, wood, and metal.

### Treatment to regain balance may involve:

- 1 Acupuncture
- 2 Moxibustion (the burning of herbal leaves on or near the body)
- 3 Cupping (the use of warmed glass jars to create suction on certain points of the body)
- 4 Massage
- 5 Herbal remedies
- 6 Movement and concentration exercises (such as tai chi)

### Ear candling

Ear candling, or “coning,” is an alternative remedy that some people use to draw out impurities and wax from the inner ear. Ear candles are typically about 10 inches long, hollow, and tapered. A person lights them at their widest end. They are usually made of fabric soaked in wax or a mixture of substances, often paraffin and beeswax. To perform ear candling, a person will lie on their side and insert a candle into the ear. Usually, a square or circle made of paper, tin foil, or plastic acts as a cover to prevent hot wax from dripping onto the face, neck, or hair.

Once the candle and covering are secure, a person will light the candle for 10–20 minutes. Wax does not go into the ear during this process. (Fig 3)



### Other names for ear candling include:

- ear or auricular coning
- thermal- or thermo-auricular therapy
- candle or coning therapy

### Some of the benefits of ear candling include:

- removing wax, bacteria, and other debris from the ear canal
- treating sinus infections
- improving hearing or reversing hearing loss
- relieving sore throats

- treating colds and flus
- relieving headaches and migraines
- improving mental clarity
- purifying the blood
- improving lymphatic circulation
- clearing the eyes and improving vision
- reducing pain related to jaw aches and temporomandibular disorders
- reducing tension and stress
- reducing vertigo

### Some of the potential risks and side effects include:

- burning the face, neck, eardrum, middle ear, or ear canal from hot wax or ash
- starting a fire
- puncturing the eardrum
- blocking the eardrum with candle wax
- bleeding
- contracting secondary infections
- experiencing temporary hearing loss
- developing otitis externa (swimmer's ear)
- causing damage to the middle ear

### Precautions

- When attempting to remove a bug from the ear at home, it is vital not to stick anything inside the ear, such as a probing object or a cotton swab.
- Sticking something into the ear can push the insect further inside, which can lead to long-lasting damage.

### Electropathy

Electropathy or electro homeopathy is an integral part of the alternative system of medicine. It is natural, harmless, simple, unique, non-toxic, non-alcoholic and no side effects whatsoever. Besides it is rather cheap and affordable to all sections of the society. The electropathy remedies are prepared by scientific process called cohobation method which was introduced by Dr. Theophrastus von hohenheim in which the living energies of the plants in the form of essences obtained from medicinal plants. These remedies have maximum curative capacity to regulate the lymph and blood and also to keep them purified.

The word Electro- homoeopathy is a combination of three main words i.e. Electro, Homoeo and pathy. Electro means, any disturbance which occurred in the living organism, expelled out from the body by exchange of force (medicinal force/od force) and restores the organic tissues of body to its previous state of health systematically as well, as constitutionally through its nervous system. Homoeo means equilibrium between blood and lymph. In other words, homoeostasis means physical and chemical consistency of the cell. It is inter related between cell to cell, tissue to tissue, i.e. each

and every cell connected to each other if their inter relation is in regular way that state is healthy condition. So Homeoeostasis means to keep dis-balance body in to steady state (balance). Pathy: Pathy means system of treatment. In short Electro-homeopathy a new system of medicine by which electrify the homeostasis between lymph and blood of a diseased person.

### Benefits

Electro Homeopathy claims to offer remedies for a wide range of health conditions.

- 1 **Respiratory disorders:** Such as asthma, bronchitis, and allergies.
- 2 **Digestive issues:** Including gastritis, indigestion, and constipation.
- 3 **Skin conditions:** Such as eczema, acne, and psoriasis.
- 4 **Musculoskeletal problems:** Including arthritis, joint pain, and muscle sprains.
- 5 **Urinary tract disorders:** Such as urinary tract infections and kidney stones.
- 6 **Gynaecological issues:** Including menstrual irregularities and hormonal imbalances.
- 7 **Nervous system disorders:** Such as anxiety, depression, and insomnia.
- 8 **Chronic fatigue syndrome.**
  - Boosts energy levels by balancing the body's vital force.
  - Aids detoxification and removes toxins contributing to fatigue.
  - Supports the nervous system to reduce stress and exhaustion.
- 9 **Allergic conditions:** Including hay fever and allergic rhinitis.
- 10 **General well-being and vitality.**
  - Improves blood circulation for overall health.
  - Strengthens the immune system and enhances relaxation.
  - Promotes mental clarity and physical rejuvenation.
- 11 **Eye disorders:** Including conjunctivitis, styes, and vision problems.
- 12 **Ear, nose, and throat issues:** Such as sinusitis, ear infections, and sore throat.
- 13 **Cardiovascular conditions:** Including hypertension and palpitations.
- 14 **Metabolic disorders:** Such as diabetes and obesity.
- 15 **Liver and gallbladder problems:** Including hepatitis and gallstones.
- 16 **Renal (kidney) disorders:** Such as renal colic and nephritis.
- 17 **Male reproductive disorders:** Including erectile dysfunction and prostate issues.

**18 Female reproductive disorders:** Such as menstrual disorders and menopausal symptoms.

**19 Neurological conditions:** Including migraines, neuralgia, and vertigo.

**20 Autoimmune disorders:** Such as rheumatoid arthritis and lupus.

### Gem therapy

Gem healing is an alternative medical technique in which crystals and other stones are used to cure ailments and protect against disease. Proponents of this technique believe that crystals act as conduits for healing - enabling positive, healing energy to flow into the body as negative, disease-causing energy flows out. In crystal healing, stones are assigned various properties, though healers have different ideas about which stones possess which properties. Amethyst, for example, is believed by some to be beneficial for the intestines, green aventurine helps the heart; yellow topaz provides mental clarity. Colors red through violet are associated with seven chakra points on the body.

During a treatment session, a crystal healer may place various stones or crystals on your body aligned with these chakra points, roughly in the regions above the head, on the forehead, on the throat, on the chest, on the stomach, on the gut, and on the genital area. The stones used and their positioning may be chosen for the symptoms reported by the patient. This is all influenced by the healer's knowledge of, and belief in, the chakra philosophy of disease and energy imbalances: a philosophy that is largely dismissed by practitioners of Western medicine. Crystal healing also involves the use of crystals and stones worn on the body or placed under pillows to ward off sickness, shed negative energy or absorb positive energy.(Fig 4)



**Benefits:** There are many different gemstones that offer many different benefits. The one thing they all have in

common is that they all aim to improve the physical and metaphysical aspects of your life.

A few of the most important gemstones and their benefits are included below:

**Amethyst:** Amethyst gemstones are great to relax your body and mind.

**Obsidian:** Obsidian is known amongst alternative medicine enthusiasts as a protective gemstone that grounds your mind, body, and soul.

**Tourmaline:** Tourmaline gemstones release a natural energy that can offer you all-around healing benefits.

**Quartz:** There are mainly two different types of quartz gemstones, both of which offer different kinds of healing benefits. Clear quartz is known to be a “master healer” that supplements and amplifies the healing powers of other gemstones when they are paired together.

Rose quartz is believed to enhance connections and trust between yourself and others.

**Jade:** Whether it's a physical injury or spiritual dilemma, jade is there to help! It's also great to promote positivity and boost your overall mood, helping you live an all-around better life.

### Herbalism

Herbal medicine (also called herbalism, phytomedicine or phototherapy) is the study of pharmacognosy and the use of medicinal plants, which are a basis of traditional medicine. Herbal medicines or supplements are natural compounds from plants' leaves, bark, roots, seeds, or flowers that people can use for medicinal purposes. They may offer therapeutic benefits when people use them as complementary medicine (Fig 5)

### Benefits

- treat mild and moderate conditions
- start treatment before taking conventional medicine
- Other common uses include:
- boosting the immune system
- increasing energy
- losing weight
- enhancing mood
- improving sleep

### A person can take herbal supplements by:

- swallowing them as pills, powders, or tinctures
- applying them to the skin as gels and lotions
- adding them to bathwater
- drinking them as teas

### Contra Indications

- pregnant
- breastfeeding

- taking other prescription or OTC medications
- over age 65
- under age 18
- having surgery

Fig 5



Different Types of Herbs for treatment

### Homeopathy

Homeopathy is a medical system based on the belief that the body can cure itself. Those who practice it use tiny amounts of natural substances, like plants and minerals. They believe these stimulate the healing process. It was developed in the late 1700s in Germany. It's common in many European countries. A basic belief behind homeopathy is “like cures like.” In other words, something that brings on symptoms in a healthy person can -- in a very small dose -- treat an illness with similar symptoms. This is meant to trigger the body's natural defences. For example, red onion makes your eyes water. That's why it's used in homeopathic remedies for allergies. Treatments for other ailments are made from poison ivy, white arsenic, crushed whole bees, and an herb called arnica. (Fig 6)

Fig 6



Homeopathy Medicines

It is used for health issues like:

- Allergies
- Migraines
- Depression
- Chronic fatigue syndrome
- Rheumatoid arthritis
- Irritable bowel syndrome
- Premenstrual syndrome

It can also be used for minor issues like bruises, scrapes, toothaches, headaches, nausea, coughs, and colds.

Homeopathy medicine is contraindicated in the following conditions

- 1 A surgical problem which has progressed far beyond its initial stages might not respond to homeopathy.
- 2 Some sudden life threatening situations like heart attacks, paralytic strokes, diabetic comas etc. might have to be initially treated with allopathy, till the patient is out of danger.
- 3 If you are already undergoing an antibiotic course, complete it before restoring to homeopathy.

### Naturopathy

Naturopathy is a form of healthcare that combines modern treatment with traditional methods. It includes alternative, natural therapies to modern medicine. (Fig 7)

Naturopathy focuses on:

- The body's capacity to heal itself
- Preventing health problems
- A personal responsibility to optimize health

Fig 7



Naturopathy Ingredients

Naturopathic treatment plans focus on education and prevention. They often emphasize diet, exercise, and stress management. Naturopathy uses a series of principles and beliefs to create individual treatment plans.

These principles and beliefs are

- **Self-healing:** Identifying and removing obstacles to recovery, allows for natural healing.
- **Underlying symptoms:** Rather than stopping symptoms, a naturopathic doctor can resolve underlying physical or mental issues by treating the body, mind, and spirit.
- **Harmless treatment:** Treatment plans should not have harmful side effects or control symptoms negatively.
- **Holistic treatment:** A naturopathic doctor must recognize individuality to treat all aspects of a person's health effectively.
- **Education in treatment:** Naturopathic doctors teach self-care to help empower people against ill health.
- **Prevention:** It is good to remove toxic substances from a lifestyle to prevent problems from arising.

### Possible treatments

Naturopathic doctors design medical care plans to suit individual needs and health conditions. This means the treatment plans they offer can vary, but they all follow similar principles.

Most treatments include food and nutrition. A naturopathic doctor will customize recommendations for the individual.

A diet plan will typically use whole foods, for example, fruit, vegetables, lean meat, and whole grains.

Naturopathy may be effective in:

- cardiovascular disease
- musculoskeletal pain
- type 2 diabetes
- polycystic ovary syndrome
- depression
- anxiety
- some other chronic conditions

### Benefits

Naturopaths work on a more personal level, spending more time covering individual needs. They create treatment plans that consider all aspects of a person. Naturopathy can be useful alongside modern medicine, and many say these methods allow the body to activate self-healing mechanisms. Naturopathic healthcare can also be a cheaper alternative to conventional healthcare.

### Contra Indications

- Medical emergencies (heart attack, appendicitis, and cholecystitis, for example)
- Use as the sole treatment for cancer
- Known interactions with specific prescription medications

### Physiotherapy

Physiotherapy is a type of health care profession that focuses on the physical rehabilitation and treatment of individuals who have suffered from an injury or illness. Physiotherapists use a number of approaches to assist patients in recovering from disease, injury, or disability. These techniques include exercise, manual therapy, hydrotherapy, and electrical stimulation. Physiotherapists also provide patient education and advice to help patients maintain their health and prevent future injuries or illnesses.

### Types of physiotherapy

- **Manual therapy:** This form of physiotherapy employs manual manipulation and mobilisation of joints and soft tissues to relieve pain and increase range of motion. Additionally, it may incorporate massage, joint mobilisation, stretching, and other therapeutic activities. (Fig 8)

Fig 8



Patient Conditions for Physiotherapy

- **Exercise therapy:** This type of physiotherapy focuses on prescribing specific exercises to help strengthen muscles and improve overall physical fitness. Exercises may include stretching, strengthening, balance training, aerobic conditioning, and core stability work.
- **Postural Re-education:** This type of physiotherapy involves teaching patients how to properly position their body in order to reduce pain or improve posture. It may involve instruction in proper ergonomics or postural correction exercises such as Pilates or yoga.
- **Electrotherapy:** Electrical stimulation is used in this sort of physiotherapy to alleviate pain and improve muscular strength and coordination. Ultrasound therapy, transcutaneous electrical nerve stimulation (TENS), electrical muscle stimulation (EMS), and interferential current (IFC) are typical forms of electrotherapy.
- **Aquatic therapy:** This type of physiotherapy is used in a pool setting for patients who need assistance with mobility due to arthritis or other medical conditions that limit movement on land. Aquatic therapy can involve low-impact cardiovascular exercise as well as strength training exercises using buoyancy aids such as noodles or water weights.

### Benefits of physiotherapy (Fig 9)

- **Improved mobility:** physiotherapy helps to improve mobility by strengthening muscles and increasing flexibility. This can help individuals move more easily and safely, reducing the risk of falls or injuries.
- **Reduced pain:** Physiotherapy techniques such as massage, stretching, and exercise can help to reduce pain associated with various conditions such as arthritis or back pain.
- **Improved posture:** Poor posture can cause pain and discomfort in the neck, shoulders, back, and other areas of the body. Physiotherapists use exercises and stretches to help correct posture problems and reduce strain on joints and muscles.
- **Improved balance and coordination:** Poor balance or coordination due to age or an injury can lead to falls or other accidents in people who are not used to being active. Through exercises designed specifically for balance improvement, physiotherapists can help

individuals regain their sense of balance so they are able to move more confidently throughout their day-to-day activities without fear of falling or injuring themselves further.

Fig 9



Types of Physiotherapy Treatments

- **Injury prevention and rehabilitation:** Physiotherapy is often used as part of an injury prevention program for athletes or those who participate in strenuous activities regularly; it helps strengthen muscles which reduces the risk for future injuries from happening again by providing support during activity that may be too strenuous for one's own body strength alone.

### Risk of physiotherapy

The following are some risks involved with physiotherapy. The most frequent negative effects of physiotherapy include:

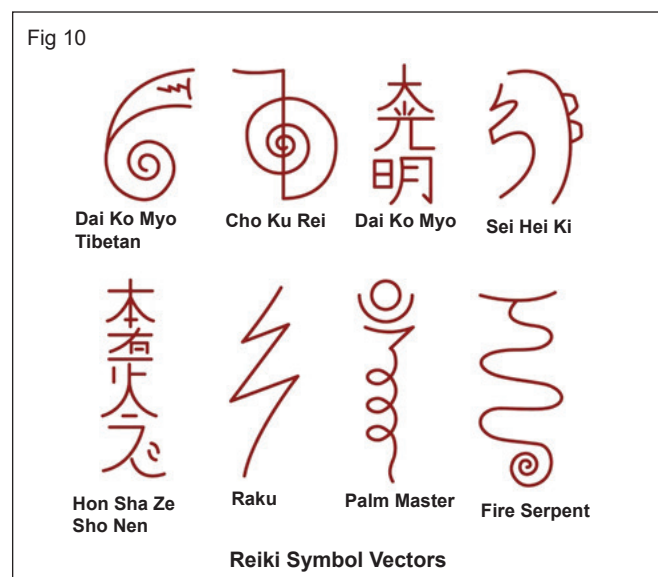
- Soreness and/or stiffness in the treated region.
- Bruising or swelling in the area that was treated.
- Muscle spasms or cramps due to increased activity and stretching of muscles.
- Nerve irritation due to pressure applied during treatment.
- Headache due to increased blood flow to the head from treatments such as massage or ultrasound therapy.
- Dizziness from certain exercises, such as those involving balance or spinning around quickly (vertigo).

### Contra indications

- Discomfort due to physical positions or manipulations
- Anticoagulation
- Rib fractures
- Vertebral fractures or osteoporosis
- Recent hemoptysis

**Reiki:** Reiki is a complementary therapy relating to energy healing. Proponents say it works through the transfer of universal energy from the practitioner's palms to the client. The word "Reiki" means "mysterious atmosphere, miraculous sign." It comes from the Japanese words "rei," meaning universal, and "ki," meaning life energy. Reiki is a type of energy healing. According to practitioners, energy can stagnate in the body where there has been physical injury or even emotional pain. In time, these energy blocks can cause illness. Energy medicine aims

to help the flow of energy and remove blocks in a similar way to acupuncture or acupressure. Reiki practitioners believe that improving the flow of energy around the body can enable relaxation, relieve pain, speed healing, and reduce other symptoms of illness.(Fig 10)



### Procedure

Practitioners will typically give reiki treatment in a peaceful, private setting. However, the treatment can take place anywhere. During a session, the client will sit in a comfortable chair or lie on a table, fully clothed. The practitioner will then place their hands lightly on or over specific areas of the client's head, limbs, and torso.

They will typically keep their hands in these positions for 3–10 minutes. If there is a particular injury, such as a burn, the practitioner will hold their hands just above the wound. Advocates state that while the practitioner holds their hands lightly on or over the body, an energy transfer takes place. During this time, the practitioner may report that their hands feel warm or are tingling. They will hold each hand position until they sense that the energy has stopped flowing.

When the practitioner feels that the heat, or energy, in their hands has gone, they will remove their hands and place them over a different body area.

### Reiki techniques

The techniques that reiki involves have names such as:

- centering
- clearing
- beaming
- extracting harmful energies
- infusing
- smoothing and raking the aura

Some reiki practitioners will use crystals and chakra healing wands to enable healing or protect a home from

negative energy. Conditions that people have used reiki to help treat include:

- cancer
- heart disease
- anxiety
- depression
- chronic pain
- infertility
- neurodegenerative disorders
- autism
- Crohn's disease
- fatigue

### Tibetan medicine

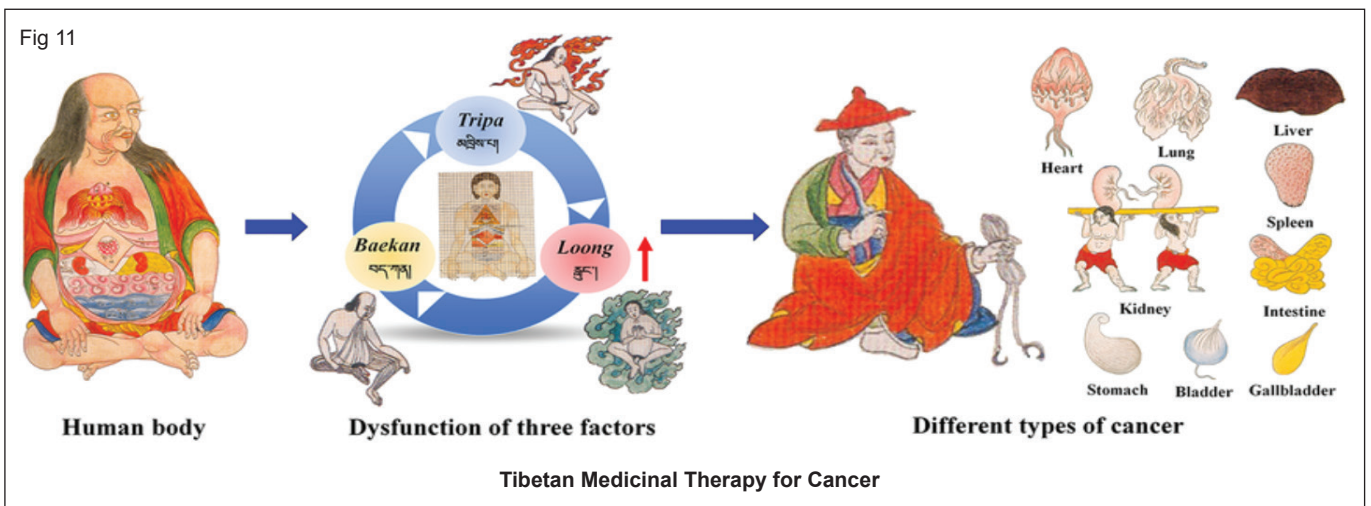
Tibetan medicine, also known as Sowa Rigpa (gso ba rig pa), or the "science of healing" in Tibetan, is one of the great scholarly medical systems in Asia and the dominant health care system for many regions, particularly Tibet, Himalayan communities, Bhutan, Ladakh, Nepal, Mongolia, Buryatia, various regions of China, and areas of Tibetan refugee settlements throughout India. It has served the Tibetan people as the only health care system for over one thousand years. (Fig 11)

**Four Tantras:** The Four Tantras is a native Tibetan text incorporating Indian, Chinese and Greco-Arab medical systems.

The basis of the Four Tantras is to keep the three bodily humours in balance;

- **Root Tantra:** A general outline of the principles of Tibetan medicine, it discusses the humours in the body and their imbalances and their link to illness. The Four Tantra uses visual observation to diagnose predominantly the analysis of the pulse, tongue and analysis of the urine (in modern terms known as urinalysis )
- **Exegetical Tantra:** This section discusses in greater detail the theory behind the Four Tantras and gives general theory on subjects such as anatomy, physiology, psychopathology, embryology and treatment.
- **Instructional Tantra:** The longest of the Tantras is mainly a practical application of treatment, it explains in detail illnesses and which humoural imbalance which causes the illness. This section also describes their specific treatments.
- **Subsequent Tantra:** Diagnosis and therapies, including the preparation of Tibetan medicine and cleansing of the body internally and externally with the use of techniques such as moxibustion, massage and minor surgeries

Fig 11



### Treatment

Treatment involves regulating the diet, regulating the behaviour and taking medicine, but there are other ways of treating various conditions, including acupuncture and moxibustion, which is burning parts of the body.

**Diet:** If we have a wind disorder, then certain foods will be very harmful. For instance caffeine, as in coffee, will aggravate a wind disorder. We are very nervous and our blood pressure is high. Lentils, like beans, produce wind – passing gas is an indication of this. For bile disorders, eggs and greasy or fried foods are very bad. For phlegm disorders, we avoid dairy products and rice, since they produce a lot of mucus. We note this in the West as well. Other types of food might be very helpful for these disorders. For instance, drinking hot water is very good for phlegm because it washes out the mucus.

**Behaviour modification:** as for modifying the behaviour, if we have a wind disorder it is important to keep warm and to be with affectionate friends. Laughter is a great thing for wind disorders. If we are very upset and nervous, laughter releases it. Looking out at a long distance vista is very helpful. Also, we can avoid things like standing in front of a fan or outside in a strong wind. Often people find very high-powered machines that make noise, like power lawnmowers or air conditioners, will make them even more nervous. For bile disorders, it is very helpful to keep cool and stay out of the sun. For phlegm, exercise and keeping warm are very good. That will put more flexibility in the joints and help with clearing out the mucus.

### Medicines

The taking of medicines is the primary treatment in Tibetan medicine. The medicine is made primarily of herbs. It

also includes various mineral substances and so on. Each medicine can have fifty or more ingredients mixed together. Usually they are mixed and pulverized into a pill form. These pills are to be chewed and taken with hot water. If we don't chew them and just swallow them, they will probably just go right through us without dissolving.

### Massage and acupuncture

In Tibetan medicine, there is not too much emphasis on massage. There is a little bit of rubbing on of medicinal oils for certain sicknesses, but it is rubbed on without doing a manipulative type of massage. There is a form of acupuncture, which is different from Chinese acupuncture. The points are different and the descriptions of the channels in which the energies move through the body are different. The types of needles used are also different. Tibetans use needles of various substances. The gold needle is one of the most common. It is put into the soft part of the top of the head to stimulate various nerves. This is used for things like epilepsy.

### Burning

Moxa is the application of heat or burning on different parts of the body. These are done on the same points at which you would do acupuncture.

Other types of treatment: there are some types of ointments, made of oil or butter mixed with various herbs used for skin disorders. There are even herbal enemas, which are helpful for disorders of the lower bowels. There are also certain types of powders that are inhaled like snuff for sinus problems. Also, the Tibetans very much make use of hot mineral springs.

## Telephone etiquette

**Objectives:** At the end of this lesson you shall be able to

- **express the knowledge on telephone etiquette and handling**
- **describe the knowledge on customer appointments and booking procedures and cancellation policy.**

### Telephone etiquette handling

Telephone etiquette implies the manners of using telephone communication including the way you represent your business and yourself, greeting the receiver, the tone of voice, the choice of words, listening skills, closure to the call, etc...

Telephone etiquette is essential when you communicate on the telephone. The customer analyses you and your business according to your communication. Following point shows how important it is to have telephone etiquette while talking on the telephone:

- 1 Professionalism:** communicating with telephone manners always shows your professionalism. It makes the customers believe that their work is in good and safe hands. Most likely they would repeat the deal.
- 2 Impression:** the impression that you create on telephone communication has a lasting effect. The telephone etiquette you follow makes the receiver feel respected.
- 3 Loyalty and trust:** telephone etiquette builds the trust of your potential customers. It makes them loyal to you and purchases the products and services from you frequently.
- 4 Customer satisfaction:** when the customers get satisfied with the telephone conversation, they are sure that their needs and requirements will be satisfied in-person also. It gives them a consistent and well-rounded experience.

### Telephone etiquette elements

Every caller has their way of talking on the phone. However, there are some set of rules and telephone etiquette guidelines that should be followed whenever you have telephone communication. These are briefly discussed as follows:

- **Friendly greetings:** the way you greet your caller must be warm and pleasant. The call should get a feel that you are alert and attentive to his call. The cheerful and positive greeting will get back the same enthusiasm. Start with a proper salutation, thank you for calling, a brief introduction of yourself and the business and then enquire about the reason for calling.
- **Body language:** gestures, facial expressions, body language also have an impact while you communicate on the telephone. While you talk on the phone, a cheerful voice and a bright tone give the feeling to the receiver that you are relaxed and at ease. Thus,

body language has its communication even when you talk on the phone. Professional body language gives a good impression.

- **The tone of voice:** the attitude on the phone gives customers opinions about your business. Also, the attitude is conveyed through the tone you adopt to talk. The tone of your voice should be confident as well as respectful towards the caller. A pleasant pitch of voice gives a sweet note to the ears.
- **Tact:** sometimes it becomes inadvertent to inform unpleasant, upsetting and sensitive information on the phone. At such times, it becomes imperative to handle the situation tactfully. The choice of words should be soft yet stern and should not at all offend the caller.
- **Active listening:** an important point that office phone etiquette considers is active listening. You should provide undivided attention to your caller with the least possible disturbances. It gives the impression that you care about the customer and his needs.
- **Appropriate closing:** while bidding goodbye, always thank your customer and ensure that all that he wants to convey is completed. This ensures the customer that your business is a customer-driven one. Also, try that the customer hangs up the call. This ensures there are no accidental hang-ups.

### Business phone etiquette tips

Let us discuss some of the Business phone etiquette tips:

- Try answering the calls in the first two or three rings. This gives the feeling of being valued
- The call should start with giving identification of yourself and your business to avoid any confusion
- A positive tone of voice always has a better response back and helps to build a good rapport
- A friendly and cheerful body language is always preferred
- Always have minimum possible interruptions and distractions when you are on a phone call
- Active listening and taking notes in parallel is beneficial for giving periodic affirmation of understanding the customer
- Any customer always prefers a polite and sympathetic honest message
- Before placing the call on hold for any reason, seek permission from the caller

- Ensure all the requirements and queries of the caller are solved before you appropriately close the call

### Golden rules for talking on the phone

Some golden rules for people when they are in a call are-

- **Answering the call-** how one manages the calls they receive will determine the impression of the brand they represent. The first words the person speaks will give the caller an idea of how one is. Nobody likes to handle a call with a lazy customer service representative of a company. While attending a business or work-related call, professionalism must be the priority in mind throughout the call. Knowing the business and its guidelines is a crucial aspect of determining any issues the caller might be experiencing.
- **Listen is the key-** one should always let the caller speak and determine their problem in detail before cutting them or offering a solution. No one likes to be unheard and the person who called should feel that his opinions and problems really matter to the person who is on the call with them.
- **Putting someone on hold-** no one likes to be put on hold. Especially during a business call when the client or customer has some questions regarding the service, putting it on hold can be a task that is necessary. The person should know before they'll be put on hold and should not be left on hold for a very long time. This will annoy the customer and they might not wish to call again or buy again from one's organization.
- **Every call is important-** one should never answer according to their mood and always stay calm while talking to clients or customers. No problem is a small problem when it comes to customers and it should always be kept in mind. Making every client feel important will build trust and loyalty within them and is very important for the general belief in the organization.

### Different types of etiquettes

- **Social etiquette:** social etiquette is a set of rules that one should follow in society.
- **Eating etiquette:** eating etiquette is the set of rules one should follow while eating in a public place. One should not make sounds while eating.
- **Business etiquette:** business etiquette is the set of rules that one should follow while they are in any business. One should never cheat on their customers.
- **Wedding etiquette:** wedding etiquette is the set of rules one should follow while attending someone's wedding.
- **Meeting etiquette:** meeting etiquette is the collection of rules that one needs to follow, when they are attending any kind of meeting, presentation, etc. One should always listen to what the other people have to say and not interrupt any speaker.
- **Bathroom etiquette:** bathroom etiquette is the set of rules that an individual is required to follow while

using public toilets. The restroom should be left neat and clean for the next person to come.

- **Corporate etiquette:** corporate etiquette is the manner an individual should behave while they are at work. Everyone must maintain the decency of the organization and avoid loitering around or peeping into others' cubicles.

### Spa customer appointments and booking procedures

Having an appointment for the last-minute spa is what we all fear. The arranging of a beauty salon appointment book over the phone is not necessarily the nicest of activities, from finding the contact number to chatting to a not-so-friendly receptionist. Fortunately, the way clients should arrange their meetings has been modified by technology. Today, technology continues to play a vital part in our daily lives. We do it all at the click of a button, from booking a cab to work to buy groceries. The salon and spa sector is not different from them. Customers today continue to use 24/7 spa & salon appointment booking applications. Rather than a rigid one, they choose a fluid booking system. According to a survey, 70% of salon and spa clients choose online booking over calling in.

Advantages of beauty salon appointment booking systems

- **Customers who book online pay more:** they prefer to spend more because customers can schedule their salon or spa services online. This is mainly because of their favourite stylist, and they get a chance to carefully look over the salon menu and pick the services they need. When a salon provides online booking, clients appear to come more frequently. It can sound convenient enough to use conventional approaches to make an appointment; however, consumers may have to wait in the queue before a specific stylist is available for checking by the receptionist.
- **Improves client service and income from the salon: spa & salon appointment booking plug-in** are a vital tool for organizations. One of the most significant advantages of an online booking site is that it removes human error chances: no more bookings have been forgotten, no-shows, and cancellations. In reality, online booking increases the experience of consumers. Outside of shop hours, 32 percent of salon bookings are made. Online booking is also a perfect means of showing your customers your service menu. It also increases the experience of rebooking for clients. All of these help to increase spa & salon revenue.
- Online booking is a beautiful way to keep clients: are you a salon that fails to retain customers? If so, turn to book online. Usually, clients are afraid to do anything new for the first time. However, they will still stick to this channel for potential bookings until they get used to make appointments online. Whether it's locating the best rooms, favourite therapist or stylist, or last-minute availability, online salon appointment scheduling will elegantly and systematically support a customer's unique request thus building lasting customer relations.

- **Give more time to the staff to work on customers:** Maybe the front desk used to balance calls when checking out guests, taking care of maintenance complaints, and supporting other workers. That isn't the case now. Instead, the team wants to concentrate its efforts squarely on targeting the most dedicated (and highest spending) consumers, handling the space's customer traffic and social distance, and enforcing sanitization policies.
- **Enable your company to be run everywhere, 24/7:** With online booking, you can take your company on the go wherever you are. Every functional online scheduling system can be cloud-based, ensuring that your appointment book can be accessed and updated anywhere, on any laptop, all in real-time.
- **Keeping consumers and staff safe during the post-pandemic period:** Online booking helps you to see who will come when. It is simply too challenging to continue to handle walk-ins with this new standard. For your clients and your staff, you want to minimize risk, and the first move is online booking. 85% of shoppers say a significant consideration in choosing to attend a revived beauty company is reducing the number of customers approved at a time. Online booking will help to simplify your efforts to consolidate power.
- **Minimizing last-minute cancellation:** Last-minute cancellations and no-shows, particularly now, are the scourge of any spa and salon owner's life. Empty gaps will add up and be debilitating for business in the timetable. Any decent online booking system can have certain automatic alert functionality to dramatically minimize the number of empty seats in your spa or salon.

### **Cancellation policy**

Please understand that when you forget or cancel your appointment without giving enough notice, you miss the opportunity to fill that appointment time, and clients on our waiting list miss the opportunity to receive services. All the appointments are confirmed 24 hours in advance because we know how easy it is to forget an appointment you booked months ago. Since the services are reserved for you personally, a cancellation fee will apply.

- Less than 24 hour notice will result in a charge equal to 50% of the reserved service amount. Cancellations less than 1 hour would result in 100% of the service value.
- Appointments made within the 24 hour period and need to cancel, the client then must cancel within 4 hours of appointment time or will result in a charge equal to 50% of the reserved service amount.
- Any multiple services, group appointments or spa treatment packages must be held with a credit card. Multiple services or spa treatment packages not cancelled 48 hours in advance will be charged 100% of the reserved service amount.
- Spa parties of 4 persons or more who have booked the spa for the day, the booking must be held with a credit card. Cancellation for this type of booking must be done 72 hours before your scheduled spa party to avoid being charged 100% of the reserved service amount.

## Evolution of yoga

**Objectives:** At the end of this lesson you shall be able to

- explain the history and evolution of yoga
- determine the details on schools of yoga posture and diet
- illustrate the knowledge on meditation

### History and evolution of yoga

Yoga as a practice is millennia old. No wonder that many people around the world start and end their day with yoga poses. Before diving deep into the roots of yoga and yoga asanas, let us first understand the meaning of yoga. The term yoga is derived from the Sanskrit word Yuj which means 'to unite' or 'to join'. The union here doesn't mean physical parts staying connected. Although it might seem to be the eternal meaning, the true essence of yoga is to maintain the internal connection between the human body and soul.

Yoga is the positive integrity you maintain with every being in nature. Yoga is the relation that every human has with the universe. In short, yoga is the way of living a conscious life. Every yoga pose or asana is associated with healing the mental and physical problems related to human wellbeing. We often refer to Lord Shiva as the Adhi Yogi who distributed this divine art to seven ancient men known as the Saptarishis. These Saptarishis later circulated the yoga knowledge they had attained in seven different directions covering diverse regions in the universe. The rich heritage of yoga evolution can be unfolded into five crucial periods.

### Pre-vedic and vedic yoga

The Pre - Vedic and Vedic have the earliest forms of yoga asana and poses. This period dates back to the Rig Vedic period (1500 BC and 1000 BC). While it is difficult to predict the exact dates of Yoga practices during this period, archaeologists detected the fossil shreds of evidence of Yoga Sadhanas.

**Pre - classical yoga:** This yogic period came into existence with Upanishads which revealed the internal connection between the human mind and spirits with personal yoga training. Out of the 108 Upanishads, 20 talk about different yogic techniques, like pranayama (breathing exercise) and pratyahara (withdrawal of the senses), breathing exercises, sound, and meditation. They unravel the true potential of meditation as the way to achieve the ultimate enlightenment of human life.

**Classical period :** The classical yogic period was well demonstrated by Patanjali Yogic techniques, the first-ever organized representation of yoga asanas. This period is believed to have existed somewhere in the second century BC. Patanjali Yoga is also called Raja Yoga which is formulated into the eight limbs of yoga, yamas, niyamas, asanas, pranayama, pratyahara, dharana, dhyana, and samadhi. Patanjali is considered the father of Yoga, and

his practices were later used in the martial arts. Many yoga poses in modern times also refer to classical yoga.

**Post-Classical yoga:** Many great sages and philosophers like Adi Shankaracharya, Tulsidasa and Purandaradasa contributed to the development and continuation of Raja yoga in the post-classical period. He worked on yogic rituals, like Jnana Yoga, Hatha Yoga. These rituals grant liberal freedom to humans.

### Modern period (1700 AD to 1900 AD)

Swami Vivekananda largely drove and influenced the modern yoga period. He spread the yogic culture to western countries with his powerful elocutions and vocal abilities. Indians widely practised yoga poses in India during the 1920s and 1930s because of the rigorous efforts of T. Krishnamacharya, Swami Sivananda. They opened two Hatha Yoga schools established in Mysore and the holy Ganges River. Later, they handed over the legacy to three of their students, B.K.S. Iyengar, T.K.V. Desikachar and Pattabhi Jois. Today, as yoga evolved and made its way into the modern period, so did the human race. In refining it to resolve the physical and mental problems, we limited yoga to flexibility and fitness.

Gone are the days when people sat on the ground to have food; we now separately call it popularly the padmasana. It is good to practice yoga asanas /yoga poses. It is great that we have integrated yoga practice with modern technologies and gadgets to get guidance from the experts, but isolating yoga to asanas or poses is depriving its genuine nature. We should acknowledge that yoga is the way to attain ultimate liberation from all the negative thoughts we experience in times of trouble. Only then we can achieve complete control of our body, mind, spirit, and even your destiny.

### Schools of yoga

Today's six main schools of yoga out of numerous are:

- Hatha Yoga- or yoga of postures
- Raja Yoga- or yoga of self-control
- Kundelini Yoga- yoga of energy
- Karma Yoga- yoga of mind
- Jnana yoga-yoga of mind
- Bhakti yoga- Yoga of devotion

**Hatha Yoga:** Hatha yoga is a fundamental base for other yogas. Hatha yoga techniques act on body energy to keep

it in good health. Hatha yoga by definition is the union of the sun and the moon, the physical and mental energies, prana shakti and chitta shakti. The basic principle of hatha yoga is harmonization of this dual energy which governs the functioning of the physical body and its organs, and our mental activities, reactions and moods. Hatha yoga deals with these energies through the swaas i.e. the flow of breath in the nostrils, and through the two major nadis, ida and pingala, the energy channels corresponding to the right and left nostrils, body's right and left halves, and brain's two hemispheres. When the energy of the two halves become equal i.e. in a third force, known as atma shakti of kundalini shakti dawns. Main benefits of continued hatha yoga doing are.

- Restores and maintain good health, by re-establishing the fundamental balance in the physical and energetic frame work
- Avoids the illness factors, mainly disturbances blockages which decreases prana Shakti i.e. vital energy flow
- Influences the mental realm because a healthy and quiet body has a psychosomatic effect; it reduces dissipations, conflicts, lock of confidence existing in the mind.

**Hatha yoga contents:** Hatha yoga comprises of Asanas or postures, pranayama or breathing practices, shatkarmas or cleansing exercises, bandhas/energy locks, mudras or somoto-psychic gestures


**Raja yoga:** raja yoga can be defined as the royal path of union. It considers being higher in continuation to the practices of other yoga schools. Raja yoga deals with the mind and is also known as ashtanga yoga, the eight fold path or the eight limbs of yoga. The main objective of raja yoga is to control the mental energies which are generally dissipated and fluctuating. The mind has infinite capacity; but due to its rajasic nature, it remains in constant activity. Concentrating and mastering the thoughts and thus the mind without injuring it is a very big task. Raja yoga practices acknowledge, accept and redirect the mental activities, without generating self-judgment and conflicts in the personality. (Fig 1)

Fig 1

*Seven Benefits of  
RAJA YOGA*

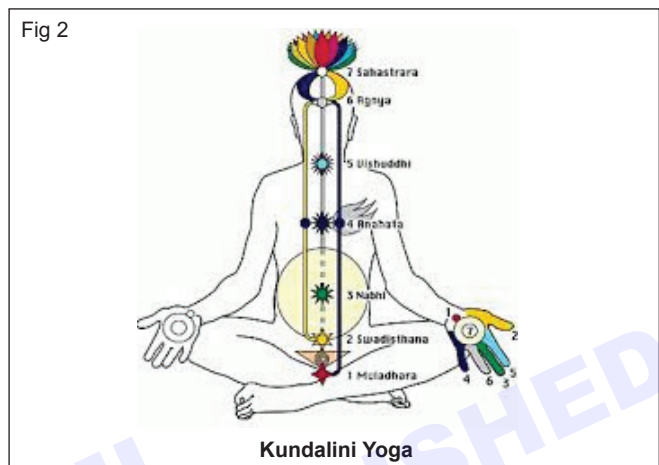
- 1 Improved memory
- 2 Enhanced ability to learn or take in new information
- 3 Increased length of concentration
- 4 Being able to see things from the bigger picture
- 5 Improved problem-solving skills
- 6 More parience when dealing with others
- 7 More self-discipline and motivation

**Tips for Raja Yoga**

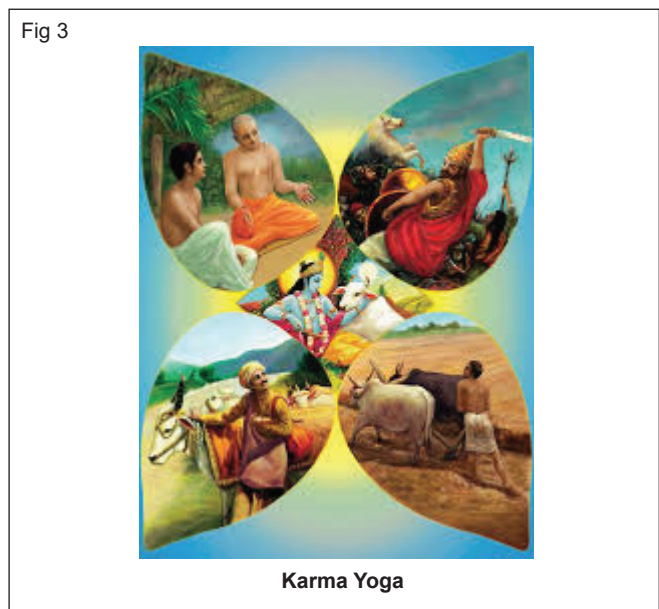


**Kundalini yoga: Kundalini yoga's aims are**

- Awakening the atma shakti.
- Preparing the body and the mind for the awakening of the primal force and its arising in sushumna nadi, the internal passage of the spiritual energy.
- Balancing and activating chakras and nadis to bring a positive awakening and to avoid blockages or psychological problems at different levels of consciousness. (Fig 2)
- Stimulating chakras and nadis, the psychic centers and passages, and then to awaken the kundalini shakti.



**Karma yoga:** Karma yoga means action and yoga union therefore karma yoga is neither an ordinary act nor an altruistic activity. It is meditation in action. In karma yoga, one is supposed to keep self-awareness or the witness position while performing the actions, in order to bring unity between individual consciousness and cosmic consciousness. (Fig 3)



**Jnana yoga:** Jnana means knowledge or wisdom. The two essential qualities of jnana yoga are viveka, the capacity to differentiate the real from the unreal, the self from the non-self, the eternal from decay prone perishables. (Fig 4)

Fig 4



Jnana Yoga

**Bhakti yoga:** bhakti yoga is pure spiritual devotion, or love for god. He / she love the deity as the beloved. In bhakti everything is a manifestation of the divine and all else is meaningless, including the ego the bhakta experience separation and longs to meet or even just glimpse his beloved. (Fig 5)

Nothing else attracts him, nothing else holds his attention, all else is meaningless. Bhakti yoga is the direct method, the shortest way to experience the divine. There is nothing higher than love and bhakti yoga is the “religion” of love.

Fig 5



Bhakti Yoga Posture

## Posture

### 1 Butterfly pose - Baddhakonasana (Fig 6)

- **Step 1:** Start in Dandasana
- **Step 2:** Fold the legs and join the soles of the feet together; knees out to the side and straight back.
- **Step 3:** Hold for 15 breaths.
- **Step 4:** To release gently extend the legs

**Benefits:** This is a great pose to improve range of motion around the hips and groin – stretching the inner thigh and back. It also helps with lower body pain and is a great addition in yoga for seniors.

Fig 6



Butterfly Pose - Baddhakonasana

### 2 Cat / Cow pose - Marjaryasana / Bitilasana (Fig 7)

- **Step 1:** Start in table-top position - palms under the shoulders and knees under hips, neutral spine
- **Step 2:** Breath in to drop the belly down and arch the back, lift the chin up.
- **Step 3:** Breath out to round the back and push into the earth with palms
- **Step 4:** Repeat 5-10 times and then return to tabletop position

**Benefits:** Great for mobility and flexibility of the spine. It's also great to tackle stress and can be successfully used to help with hypertension and insomnia. For seniors with back pain, this is a great pose to get started.

Fig 7



Cat/cow pose

### 3 Seated spinal Twist pose - Parivrtta sukhasana

- **Step 1:** Start in easy seated pose with the arms and shoulders relaxed
- **Step 2:** Breathe-in to extend the arms up. Breathe-out to twist to the right, place the left hand on the right knee and right hand behind the back
- **Step 3:** Hold the pose for 5-10 breaths
- **Step 4:** Breathe-out to unwind. Repeat on the other side.

**Benefits:** This is a great pose to improve flexibility of the spine, neck, shoulders and hips. It strengthens the lower back and is great for aiding digestion. (Fig 8)

Fig 8



Seated Spinal Twist Pose

### 4 Tree Pose - Vrikshasana

- **Step 1:** Start in mountain pose.
- **Step 2:** Breathe-in to bend the right knee. Place the sole of the right foot on the inside of the left thigh, above the knee.
- **Step 3:** Gaze at one point in front of you, on the same level as the eyes. Maintain balance by keeping the spine straight.

- **Step 4:** Slowly bring the palms in Namaskar mudra above the head. Take 5-10 breaths here.
- **Step 5:** Inhale to point the right knee to the front. Exhale to lower the right leg down. Repeat on the other leg

**Benefits:** It stretches the legs, back and arms. It's one of the best standing poses recommended by yoga teachers and helps with concentration and focus. Practice the pose for longer to build strength in the legs and core. (Fig 9)



### 5 Palm Tree Pose - Tadasana

- **Step 1:** Start in mountain pose.
- **Step 2:** Gaze at a steady point. Lift the hands up and interlock the fingers overhead, flip the palms up
- **Step 3:** Inhale and lift both the heels off the mat. Stretch as much as possible without over arching the back.
- **Step 4:** Stay here for 5-10 breaths. Exhale to rest the heels back down and return to starting pose

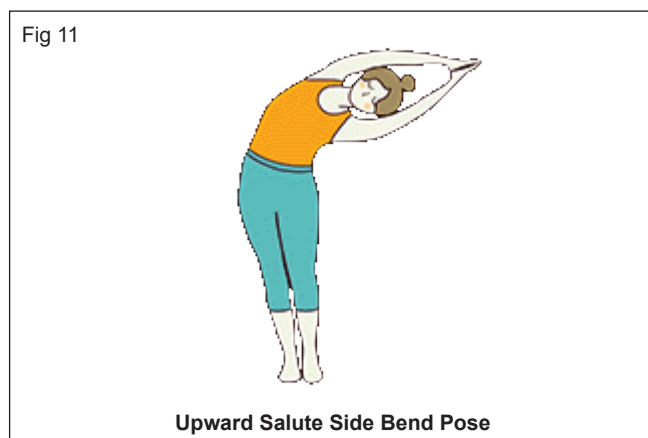
**Benefits:** Good for stretching the arms, chest, abdomen, spine and the legs. It helps with concentration, focus and improves posture, increases awareness and steadies the breath. Practice this pose for longer to help with digestion, blood circulation and building strength in the abdomen and legs. (Fig 10)



### 6 Upward salute side bend pose - Parsva urdhva hastasana

- **Step 1:** Start in mountain pose.
- **Step 2:** Inhale and sweep the arms out to the side and up overhead in Namaskar mudra
- **Step 3:** Exhale and lean to the right side, pull the left shoulder back and keep the chest open.
- **Step 4:** Hold for 5-10 breaths. To release, exhale and return to centre. Repeat on the other side.

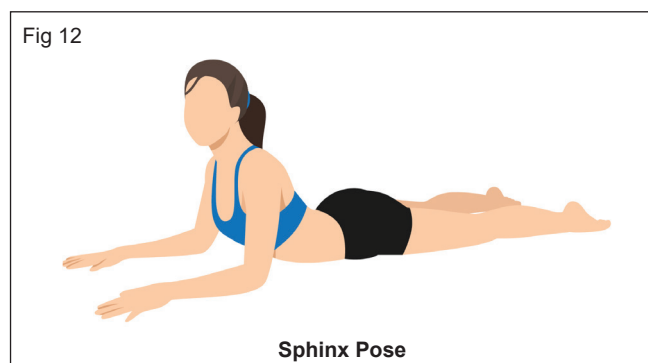
**Benefits:** This standing pose is excellent for side body flexibility. It stimulates the internal organ and is great to aid the digestive process for all types of bodies. (Fig 11)



### 7 Sphinx Pose - salamba bhujangasana

- **Step 1:** Start on your stomach with feet hip distance apart and forehead on the ground.
- **Step 2:** Lift the upper body. Place your forearms shoulder distance apart and parallel to each other. Move the shoulder away from the ears.
- **Step 3:** Inhale and lift the head up. Tuck your chin to ensure the back of the neck is long
- **Step 4:** Pull the centre of the chest forward. Take a few deep relaxing breaths here.
- **Step 5:** Exhale to gently bring down your abdomen, chest and head back to the floor.

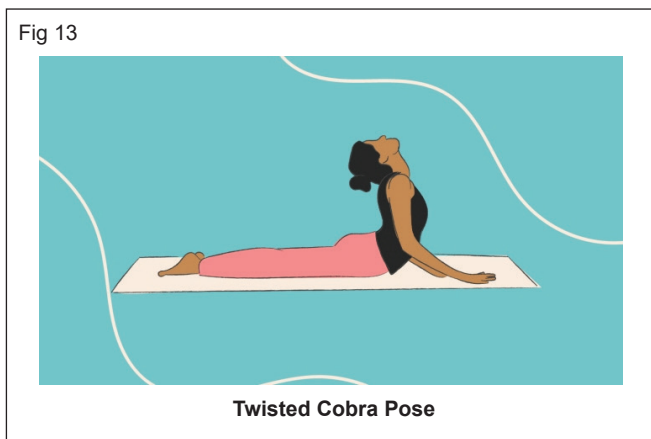
**Benefits:** This is one of the most relaxing poses for the back and neck. It also stimulates the abdominal organs and expands the chest and shoulders and builds strength in the back.(Fig12)



### 8 Twisting cobra pose - Parvrtta bhujangasana

- **Step 1:** Start in prone position, with belly and forehead on the mat, feet as wide as the yoga mat and palms by the side of the ribcage.
- **Step 2:** Inhale to lift the chest and head up till arms are straight. Avoid shrugging shoulders
- **Step 3:** Exhale to twist to the right. Stay here for 3-5 breaths.
- **Step 4:** Inhale back to centre and exhale to come back down. Repeat on the other side.

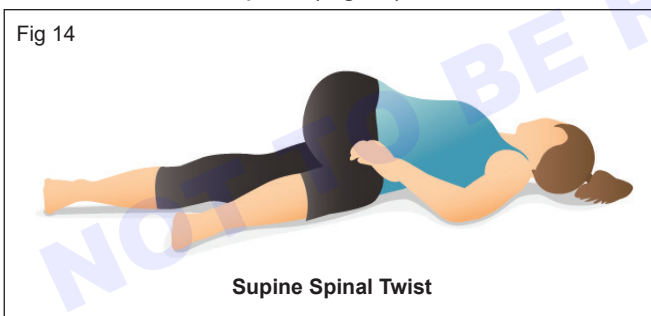
**Benefits:** This pose is great to increase flexibility of the back. Great to include as part of exercise program for people with constipation - it massages and stimulates liver and kidneys.(Fig 13)



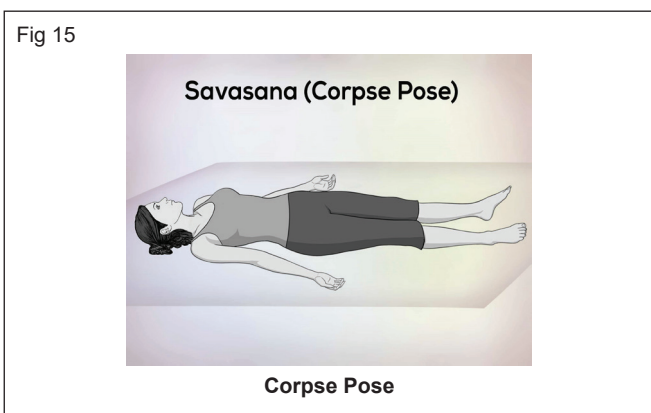
### 9 Supine Spinal Twist

- **Step 1:** Start on your back. Bend both the knees with soles of the feet on the mat. Extend out the arms in line with shoulders.
- **Step 2:** Inhale to lift the knees to the chest, exhale to drop the knees to the right, while looking to the left.
- **Step 3:** Stay here for 5-10 breaths.
- **Step 4:** Inhale to come back to centre. Repeat on the other side.

**Benefits:** This pose stretches the glutes, chest, and obliques. Its health benefits include improved spinal mobility and digestion. One of the best yoga poses to alleviate lower back pain. (Fig 14)



### 10 Corpse pose - Savasana (Fig 15)



- **Step 1:** Start on your back. Take your feet as wide as the mat and turn the palms up. Close your eyes and observe 30-50 breaths

- **Step 2:** To release, start with small movements around the fingers and toes and then the rest of the body.

**Benefits:** Probably one of the most important yoga poses in a yoga journey, this yoga pose helps calm the mind and relax the body. For a Hatha yoga and restorative yoga teacher, this is one of the hardest yoga poses to teach yoga practitioners because a lot of work goes into stilling the mind.

### DIET

Generally, a healthy diet consists of many fresh fruits and vegetables and limits processed foods.

### Balanced diet

A balanced diet gives your body the nutrients it needs to function correctly. To get the nutrition you need, most of your daily calories should come from:

- fresh fruits
- fresh vegetables
- whole grains
- legumes
- nuts
- lean proteins
- The number of calories in a food refers to the amount of energy stored in that food. Your body uses calories from food for walking, thinking, breathing, and other important functions.
- The average person needs about 2,000 calories every day to maintain their weight, but the amount will depend on their age, sex, and physical activity level.
- Males tend to need more calories than females, and people who exercise need more calories than people who don't.

### Balanced diet chart

Person	Calorie requirements
Sedentary children: 2-8 years	1,000-1,400
Active children: 2-8 years	1,000-2,000
Females: 9-13 years	1,400-2,200
Males: 9-13 years	1,600-2,600
Active females: 14-30 years	2,400
Sedentary females: 14-30 years	1,800-2,000
Active males: 14-30 years	2,800-3,200
Sedentary males: 14-30 years	2,000-2,600
Active people: 30 years and over	2,000-3,000
Sedentary people: 30 years and over	1,600-2,400

The source of your daily calories are also important. Foods that provide mainly calories and very little nutrition are known as "empty calories."

Examples of foods that provide empty calories include:

- cakes, cookies, and donuts
- processed meats
- energy drinks and sodas
- fruit drinks with added sugar
- ice cream
- chips and fries
- pizza
- sodas
- A balanced diet supplies the nutrients your body needs to work effectively. Without balanced nutrition, your body is more prone to disease, infection, fatigue, and low performance.
- Children who don't get enough healthy foods may face growth and developmental problems, poor academic performance, and frequent infections.
- They can also develop unhealthy eating habits that may persist into adulthood.
- Without exercise, they'll also have a higher risk of obesity and various diseases that make up metabolic syndrome, such as type 2 diabetes and high blood pressure.

### **Foods for maintaining balanced diet**

A healthy, balanced diet will usually include the following nutrients:

- vitamins, minerals, and antioxidants
- carbohydrates, including starches and fiber
- protein
- healthy fats

A balanced diet will include a variety of foods from the following groups:

- fruits
- vegetables
- grains
- dairy
- protein foods

### **Foods to avoid**

Foods to avoid or limit on a healthy diet include:

- highly processed foods
- refined grains

- added sugar and salt
- red and processed meat
- alcohol
- trans fats

### **Meditation**

Meditation is the way to take deep rest and be alert & conscious at the same time! It is the skill to calm the mind and get in touch with your inner joy. Meditation is the delicate art of doing nothing and letting go of all efforts to relax in your true nature, which is love, joy, and peace. The practice of meditation gives you deep rest. It is essential to reduce stress levels and maintain mental hygiene.

Meditation is a journey from sound to silence, from movement to stillness. Meditation is food for the soul. Music is food for emotions; knowledge is food for the intellect, entertainment is food for the mind and meditation is the food for our soul or spirit.

### **There are nine popular types of meditation practice:**

- mindfulness meditation
- spiritual meditation
- focused meditation
- movement meditation
- mantra meditation
- transcendental meditation
- progressive relaxation
- loving-kindness meditation
- visualization meditation

### **Benefits of meditation**

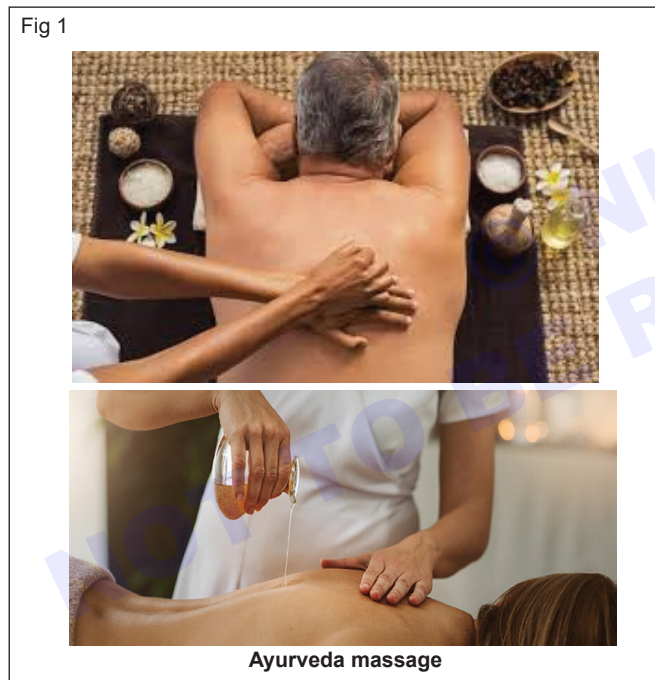
- Reduces stress
- Controls anxiety
- Promotes emotional health
- Enhances self-awareness
- Lengthens attention span
- May reduce age-related memory loss
- Can generate kindness
- May help fight addictions
- Improves sleep
- Helps control pain
- Can decrease blood pressure

## Ayurveda massage and treatment preparation

**Objectives:** At the end of this lesson you shall be able to

- express the purpose of ayurveda massage
- describe ayurveda massage steps with preparation of points and strokes
- narrate treatment procedure, benefits, contradictions, pre and post treatment tips.

**Ayurveda massage :** The Ayurveda system, moreover, has a wide range of special massage methods which are used to treat particular illnesses. The history of massage therapy dates back to 3000 BCE (or earlier) in India, where it was considered a sacred system of natural healing. Used by Hindus in Ayurveda “life health” medicine, massage therapy was a practice passed down through generations to heal injuries, relieve pain, and prevent and cure illnesses. Promoters of Ayurveda believe that illness and disease are caused when people are out of sync with the environment. Massage is believed to restore the body’s natural and physical balance so that it can heal naturally. (Fig 1)



As culture and history evolved, the healing methods of massage traveled to China and Southeast Asia about 2700 BCE. Chinese massage methods developed as a combination of skills and practices of traditional Chinese medicine, martial arts and the spiritual yoga training of Buddhists and Taoists. Their methods were very similar to those of the Indians, based on the belief that disease was caused by an imbalance or deficiency of energy of various pathways.

By 2500 BCE, massage therapy had made its way to Egypt, where it was depicted in tomb paintings. The Egyptians added their own bodywork techniques and are credited with developing reflexology, which involves applying pressure to specific points or zones on the feet and hands to effect healing.

Later, monks studying Buddhism in China brought massage therapy to Japan in 1000 BCE and put their own twist on it, calling it “anma,” later known as Shiatsu. This technique is designed to regulate and strengthen organs by rebalancing energy levels through the stimulation of pressure points in hopes of bringing natural resistance to illness.

### Massage therapy in the 20th and 21st centuries

The demand for masseurs and masseuses increased in the early 1900s. By the 1930s, Swedish massage had evolved, and the physiotherapists who used it in regular medicine helped massage therapy to become a legitimate and respectable form of medicine. Once physical therapy was licensed in the 1950s, massage therapy had its own category. The American Massage Therapy Association (AMTA) was established and laid the groundwork for today’s massage practitioners by establishing ethics and education standards. Between 1970 and 2000, massage therapy experienced a transformation, as people chose to live healthier lifestyles and preferred more holistic approaches to health care, pain management and restoring and maintaining healthy bodies. Today, many realize that “massage is good medicine.”

### Various ayurvedic oil used

There are many lists of Ayurvedic oils which are used in the Indian tradition of Ayurveda. They are known as an ayurvedic massage oil or therapeutic oil and their uses are of great importance for our health. They play an important role to boost our body, they balance our three doshas known as Vata, pitta, and Kapha in Ayurveda.

Ayurveda, the ancient Indian system of medicine, offers a wide range of oils for massage that are believed to promote relaxation, balance, and overall well-being. Here is a list of some popular Ayurvedic oils used for massage.

- 1 Sesame Oil (Til Tel):** Sesame oil is one of the most commonly used oils in Ayurvedic massage. It is warming and nourishing, making it suitable for most body types.
- 2 Coconut Oil (Nariyal Tel):** Coconut oil is cooling and moisturizing, making it ideal for Pitta body types or during hot weather.
- 3 Almond Oil (Badam Tel):** Almond oil is rich in vitamin E and is known for its nourishing and rejuvenating properties. It is suitable for all body types.

- 4 **Brahmi Oil:** Brahmi oil is made from the herb Brahmi (*Bacopa monnieri*) and is traditionally used to promote mental clarity and calmness. It is beneficial for Vata and Pitta body types.
- 5 **Ashwagandha Oil:** Ashwagandha oil is made from the herb Ashwagandha (*Withania somnifera*) and is known for its rejuvenating and calming effects. It is beneficial for Vata and Pitta body types.
- 6 **Bhringraj Oil:** Bhringraj oil is made from the herb Bhringraj (*Eclipta alba*) and is traditionally used to nourish the hair and scalp. It is suitable for all body types.
- 7 **Neem Oil:** Neem oil is derived from the neem tree (*Azadirachta indica*) and is known for its purifying and cleansing properties. It is beneficial for Kapha body types and is often used in Ayurvedic skincare.
- 8 **Ksheerabala Oil:** Ksheerabala oil is made by combining cow's milk and sesame oil with other herbs. It is traditionally used for promoting relaxation, soothing muscles, and relieving joint stiffness. It is suitable for all body types.
- 9 **Mahanarayan Oil:** Mahanarayan oil is a blend of various herbs and oils and is commonly used for relieving joint and muscle pain. It is suitable for all body types.
- 10 **Dhanvantaram Oil:** Dhanvantaram oil is a traditional Ayurvedic oil used for general body massage. It is made from
- 11 **Chandanadi Taila (Sandalwood Oil):** Sandalwood oil is known for its calming and cooling properties. It is often used in Ayurvedic massage to promote relaxation and balance excess Pitta.
- 12 **Jatyadi Oil:** Jatyadi oil is a healing oil that contains ingredients like neem, turmeric, and sesame oil. It is traditionally used for soothing and healing skin conditions such as cuts, wounds, and burns.
- 13 **Kumkumadi Tailam:** Kumkumadi tailam is a unique Ayurvedic oil blend made from various herbs and oils. It is particularly beneficial for the skin, promoting radiance and reducing the appearance of blemishes and pigmentation.
- 14 **Narayana Taila:** Narayana taila is an Ayurvedic oil used for relieving joint and muscle pain. It contains herbs like ashwagandha, bala, and gokshura, which help in soothing and nourishing the muscles and joints.
- 15 **Pinda Taila:** Pinda taila is a special oil used in Ayurvedic treatments like Panchakarma. It is prepared by boiling herbs in sesame oil and is used for massaging the body to promote relaxation, detoxification, and rejuvenation.
- 16 **Sahacharadi Taila:** Sahacharadi taila is an Ayurvedic oil formulated to address Vata-related imbalances and conditions such as joint pain, sciatica, and muscle stiffness. It contains herbs like sahachara (*Strobilanthes ciliatus*) and sesame oil.
- 17 **Karpasasthyadi Taila:** Karpasasthyadi taila is a

traditional Ayurvedic oil used for head massage. It is believed to promote healthy hair growth, soothe the scalp, and nourish the hair follicles.

- 18 **Mahamasha Taila:** Mahamasha taila is a potent Ayurvedic oil made from a combination of numerous herbs and oils. It is commonly used for relieving muscle pain, inflammation, and stiffness.
- 19 **Triphala Oil:** Triphala oil is made by infusing triphala powder (a combination of three fruits: amalaki, bibhitaki, and haritaki) in a base oil like sesame oil. It is used for various purposes, including detoxification, improving digestion, and supporting overall well-being.
- 20 **Vacha Oil:** Vacha oil is derived from the herb Vacha (*Acorus calamus*) and is often used in Ayurvedic massage for its stimulating and rejuvenating effects. It is believed to enhance mental clarity, concentration, and memory.

The list of base oils for each dosha or dosha alteration can be different; we can also use other oils of high quality

- **Vata:** Sesame, olive, almond, castor, ghee.
- **Pitta:** Almond, sunflower, coconut, olive, ghee.
- **Kapha:** Almond, corn

### Full body massage steps with preparation of points and strokes

#### Treatment preparation

#### Things you should know

- Set the mood by playing soothing music and lighting a few candles.
- Warm up some massage oil to help your hands glide over the skin.
- Start with the neck and shoulders, using your hands to press and pull the muscles.
- Move onto the back, feet, and legs, using the same gliding motion with your hands.

#### Creating a relaxing atmosphere

- 1 Pick a private, warm room to massage in. When the room is comfortable, the person you're massaging will feel comfortable, too. Keep the heat a little bit higher than normal, since the person you're massaging will be mostly undressed. Make sure the room is private as well so that there are no interruptions
- 2 **Play some soothing music:** Choose some gentle classical music, or even some sounds from nature. These calming, relaxing noises will help your partner or client calm down and really enjoy the experience. Keep the music softly playing in the background instead of turned up loud. You want the music to add to the experience, not take away from it.
- 3 **Light some candles and dim the lights:** There's something very relaxing about candles, so it's a good idea to light a couple around the room. Try some with relaxing (but not overpowering) scents, like lavender, sea breeze, or tropical. If possible, turn the lights down

low or off completely and work only by candlelight. You want the person receiving the massage to be so relaxed that they're almost asleep by the end, so the darker it is the better!

4 Cover the area in towels and have a few nearby. As you massage the other person, you're going to get a lot of oil everywhere. Cover the surface with fresh towels, and keep a couple on hand so you can wipe off your fingers as needed. Use extra towels to cover the person's body as you work.[4]

- Ideally, the person you're massaging will be stripped down to their underwear (or wearing nothing at all). Use the towels to cover up any parts of the body that you aren't working on so they feel safe and comfortable the entire time.
- If you're massaging your partner, have them lie down on the bed. If you're massaging a client, use a professional massage table.

### Basic massage technique

Start by massaging the neck and shoulders. Place a hand on either shoulder in the classic massage position and knead your thumbs deep into the muscles of the shoulders. Use your fingers for grip, but don't press them into the collarbone, as this can be painful.

- When you've finished with the shoulders, use the press and release technique to massage along the neck, all the way to the hairline. Remember to keep your hands on either side of the spine.
- Now move around to stand in front of your client/partner's head, so their shoulders are facing you. Make a fist with each hand, then rub the knuckles gently but firmly across the tops of the shoulders, to release any tension,
- Use your thumbs to press and release along the tops of the shoulders and up the back of the neck.

**Massage the feet:** Start massaging the soles of the feet by wrapping both hands around the foot and using your thumbs to apply pressure. Pay special attention to the arch of each foot, as this area tends to accumulate a lot of tension. When you get to the toes, grab each one individually and give it a gentle pull. Keep in mind that not everyone likes having their feet touched, and some people are very ticklish. Ask your partner or client before you touch their feet!

**Work your way up the legs:** Give each leg a couple of long, relaxing strokes to begin with, all the way from the calf to the upper thigh. Then, cover the leg you're not currently working on with a towel and focus on massaging the calf of one leg. Use a kneading technique (like kneading bread) to work the calf muscle. Move up towards the thigh and repeat the kneading technique here. Then press the heel of your hand into the skin and very slowly move it along the thigh.

- Apply light pressure with both hands, smoothly stretching the skin. This technique is known as effleurage, and is a good way to ease into the massage.
- Cover the leg you just finished working on with a towel (to keep in heat) and repeat the massage on the other leg.

**Move from the lower to the upper back.** Place the palm of each hand on either side of the spine and work your way up, keeping your hands parallel to one another. When you reach the top of the back, fan your hands outwards across the shoulders, as if outlining the top of a heart. Return to the lower back and use a kneading motion to work the large muscles on either side of the spine. Then, use a "press and release" technique to work your way up the back. This involves pressing your fingertips firmly into the flesh of the back before quickly releasing. When the pressure is released, your partner/client's brain will release a rush of pleasurable chemicals.

- These areas tend to build up a lot of tension, so make sure to spend some time here.
- When you get to the upper back, have your partner/client bend their elbows so their shoulder blades stick out. This will give you better access to the muscle around the edge of the shoulder blades, which tends to harbor a lot of tension and knots.
- To work on the knots, use a thumb or single finger to press and release repeatedly around the problem area.

**Massage the hands and arms:** Hold their wrist in your left hand, so their entire arm is lifted from the bed. Then, use your right hand to sweep along the back of the forearm, along the triceps and over the shoulder, coming back on the opposite side. Now, switch to holding their wrist in your right hand, then sweep your left hand along their forearm and bicep, then over the shoulder and down the opposite side. To massage the hands, take their hand in yours and massage the palm with your thumbs, using small circular motions. Then, take each finger in turn and slowly slide from the knuckles to the nail. Pull each finger firmly, but not so hard that you cause it to crack.

**End with a head massage:** Ask them to flip over so you can work on the head and face. Use your thumbs to gently massage the top of the scalp. Next, massage the folds and lobe of each ear between your thumb and forefinger. Then, use your fingertips to gently swipe along the contours of the cheekbones. Put your hands beneath your partner/client's head and lift it slightly from the bed. Use your fingers to find the small hollows when the neck meets the base of the skull. Apply firm pressure with your fingertips, then release. Repeat several times.

### There are five basic strokes used in massage

- Effleurage
- Petrissage

- Tapotement
- Friction
- Vibration

### Benefits

- According to ancient ayurvedic text, regular oil massage (abhyanga) delays the aging process.

Massage Techniques	Purpose
Tapotement	Tapping to increase blood flow and relax the muscles
Effleurage	Smooth strokes to stimulate blood flow, apply lotion and locate knots
Pertissage	Kneading movements to increase circulation and increase joint fluid
Friction	Rubbing strokes help warm up the body and break up scar tissue
Vibration	Shaking to penetrate deeper tissues and organs to increase blood flow

- Ayurvedic oil massage gives similar feeling as that of the regular meditation. After massage you will feel settled, serene and in a bliss like state.
- Ayurvedic oil massage loosens the deep seated toxins from joints and tissues and releases them into system, where they are eliminated. Besides this, the accumulated toxins from skin are also released to give you healthy and clearer skin.
- Another benefit of ayurvedic oil massage is that it strengthens and tones the muscles and even resilient to injury.
- Ayurvedic massage with warm oil helps to nourish, strengthen and lubricate the joints. It makes the joints resilient to wear and tear.
- Another important benefit of ayurvedic oil massage is that it pacifies vata dosha. Our day to day anxiety and stress are due to aggravated vata dosha. Since both the warm oil and soothing touch are vata-pacifying so the combination of both of them works best for vata.
- It increases blood circulation, especially in the nerve ending.
- It encourages sound and deeper sleep at night.
- With regular oil massage your skin will look moisturised, lustrous and supple.
- Ayurvedic oil massage also helps to balance kapha dosha. In simpler words, it revitalises lethargic body and mind by enhancing blood circulation throughout the body.
- It also helps to calm nervous system and mind. With regular oil massage you will feel rested, calm and alert as well as focused.

### Contraindication

Some of local contraindications

- 1 Acute fever
- 2 Acute strains
- 3 After indication of sodhan therapy like vaman, virechan
- 4 Areas affected by herpes zoster (shingles)

- 5 Areas of inflammation
- 6 Ascites (abdominal swelling)
- 7 Bacterial and fungal infections
- 8 Diarrhea and Dysentery
- 9 Fractures (both close and open fractures)
- 10 Gastritis
- 11 Gout
- 12 In Kaphaj disorders
- 13 Indigestion
- 14 Peptic and Duodenal ulcers
- 15 Poisoning
- 16 Splenomegaly and hepatomegaly
- 17 Tumors
- 18 Ulcerative colitis
- 19 Varicose veins and Venous Thrombosis
- 20 Weakness in the wall of the blood vessels as in hemophilia
- 21 Wounds (Fresh and Healing wounds)

### Pre and post treatment tips

Before receiving a massage therapy session, your clients should take note of these important items. These “do’s and don’ts,” if you will, should be shared with your clients to ensure their massage therapy sessions are the most effective they can be.

- **Stay hygienic:** Hygiene matters with any health care treatment, especially involving skin to skin contact. Ensure proper hygiene by showering prior to session. Clean skin can easily absorb the medicinal components of massage media, including essential oils with medicinal qualities.
- **Scents / lotions:** Be aware of sensitivities to scents and lotions that a therapist may possess. Excessive scents can trigger allergic reactions counterproductive to the healing environment established by the therapist. Ask the therapist prior to treatment if a certain scent is welcome or not in their practice space.

- **Be open about conditions, injuries, state of health:** Massage therapists need to know health changes clients possess. Massage therapy directly impacts all body systems including circulatory, nervous, digestive, and muscular. A therapist needs to know changes in a client's medical conditions, injury status, and overall state of health to be aware of contraindications and modifications to bodywork.
- **Do not eat 60 minutes prior to appointment:** Shortly after eating a normal sized meal, much of our blood travels to the small intestine, located in our body's core, so the blood can collect nutrients from food consumed. Since massage will encourage blood flow throughout the body at large, pushing it away from the core will disrupt digestion. Please plan ahead to avoid eating a normal sized meal within an hour of your appointment.
- **Massage witnessed as a medical treatment, not merely a service:** Massage therapy is an effective means of health care, allowing one to discover relief from systemic and organ related conditions. Medical based practices are abundant in the industry. Please inquire with your massage therapist how s/he may aid in the care of one's health condition.

#### Things to remember for after receiving a massage

After receiving a massage therapy session, there are also important items your clients should do to ensure their results last longer.

- **Do homework assigned by therapist:** Stretching, strengthening, movement-based exercises and muscle aid are homework items which may be assigned

by massage therapists. The purpose of assigning homework is to present self-care means so clients will witness massage efforts become more effective with longer lasting health gains.

- **Remain active:** Staying mobile encourages continuous blood circulation, thereby feeding tissues at a healthy rate.
- **Increase intake of fluids:** Ensure proper intake of fluids, especially water, to keep circulation efforts strong within the body. Avoid drinks with high sugar or caffeine content as these drinks prove harmful and dehydrating in the long run. Also, do not drink alcohol after a massage!
- **Check in daily on changes and shifts within the body:** As body awareness heightens, one will realize the effects of massage upon their body. Be sure to take note of physical changes witnessed and felt to inform your therapist prior to next session. A therapist needs to know how the physical body is responding to massage efforts as every person may experience different results from touch.
- **Be aware of mental and emotional changes:** Massage efforts also impact the mental and emotional aspects of self-care. A client may recognize greater clarity and productivity of thought after massage sessions. Also, emotions may be easier to manage after massage sessions. If mental and/or emotional health is challenged, a conversation is welcome with the massage therapist to acknowledge how touch affects one's psyche and emotions.

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## Aromatherapy massage and treatment preparation

**Objectives:** At the end of this lesson you shall be able to

- explain the history of aromatherapy
- express the concept of some important essential and base oils and its mixing and blending oils
- narrate treatment procedure, benefits, contradictions, pre and post treatment tips.

### History of aromatherapy massage

Aromatherapy, or essential oil therapy, refers to a range of traditional, alternative or complementary therapies that use essential oils and other aromatic plant compounds. Essential oils have been used for nearly 6,000 years, with the aim of improving a person's health or mood.

The National Association for Holistic Aromatherapy (NAHA) defines aromatherapy as "the therapeutic application or the medicinal use of aromatic substances (essential oils) for holistic healing." A range of essential oils have been found to have various degrees of antimicrobial activity and are believed to have antiviral, nematocidal, antifungal, insecticidal, and antioxidant properties. Aromatherapy applications include massage, topical applications, and inhalation

### Using aromatherapy

Aromatherapy is normally used through inhalation or as a topical application.

**1 Inhalation:** the oils evaporate into the air using a diffuser container, spray, or oil droplets, or breathed in, for example, in a steam bath. Apart from providing a pleasant smell, aromatherapy oils can provide respiratory disinfection, decongestant, and psychological benefits. Inhaling essential oils stimulates the olfactory system, the part of the brain connected to smell, including the nose and the brain. Molecules that enter the nose or mouth pass to the lungs, and from there, to other parts of the body. As the molecules reach the brain, they affect limbic system, which is linked to the emotions, the heart rate, blood pressure, breathing, memory, stress, and hormone balance. In this way, essential oils can have a subtle, yet holistic effect on the body.

**2 Typical applications:** massage oils, and bath and skin care products are absorbed through the skin. Massaging the area where the oil is to be applied can boost circulation and increase absorption. Some argue that areas that are richer in sweat glands and hair follicles, such as the head or the palms of the hand, may absorb the oils more effectively.

Essential oils are never applied directly to the skin. They must always be diluted with a carrier oil. Usually, a few drops of essential oil to an ounce of carrier oil is the concentration. Most common carrier oils are sweet almond oil or olive oil.

**Study of some important base oils:** Carrier oils, also known as base oils, are complementary oils that need to be mixed with essential oils to create a distinctive aroma. They are mostly derived through cold-pressing from many sources such as seeds, kernels, nuts, or any parts of a plant that contain high amounts of fats. The best carrier oil for aromatherapy depends on the intended use and personal preference. Coconut oil is one of the most popular carrier oils for aromatherapy applications due to its high number of antioxidants and light texture. It blends well with most essential oils and is available in many types. Fractionated coconut oil is a type of coconut oil that is less viscous, non-greasy, odorless, highly stable, and has a longer shelf life. It is ideal for aromatherapy applications.

Jobba oil is another popular carrier oil that is prized for its ability to resist rancidity and stability. It can withstand high temperatures and has a long shelf-life. It has a nutty and subtle aroma and can be best mixed with German chamomile essential oil or tea tree essential oil. Sweet almond oil is another carrier oil that can be used in aromatherapy. It contains many minerals, vitamins, fatty acids, antioxidants, and many others. It has a neutral to sweet and nutty scent and can be used to improve the shelf-life of your essential oils in aromatherapy applications

### Different oils have different uses and effects

- Basil essential oil is used to sharpen concentration and alleviate some of the symptoms of depression. It may relieve headaches and migraines. It should be avoided during pregnancy.
- Bergamot essential oil is said to be useful for the urinary tract and digestive tract. When combined with eucalyptus oil it may help relieve skin problems, including those caused by stress and chicken pox.
- Black pepper essential oil is commonly used for stimulating the circulation, muscular aches and pains, and bruises. Combined with ginger essential oil, it is used to reduce arthritis pain and improve flexibility.
- Chamomile essential oil can treat eczema.
- Citronella essential oil is a relative of lemongrass and acts as an insect repellent.
- Clove essential oil is a topical analgesic, or painkiller, that is commonly used for toothache. It is also used as an antispasmodic antiemetic, for preventing vomiting and nausea, and as a carminative, preventing gas in the gut. It has antimicrobial and antifungal properties.

- Eucalyptus essential oil can help relieve the airways during a cold or flu. It is often combined with peppermint. Many people are allergic to eucalyptus, so care should be taken.
- Geranium essential oil can be used for trusted Source skin problems, to reduce stress, and as a mosquito repellent.
- Jasmine essential oil has been described as an aphrodisiac. While scientific evidence is lacking, research has shown that the odour of jasmine increases beta waves, which are linked to alertness. As a stimulant, it might increase penile blood flow.
- Lavender essential oil is used as an antiseptic for minor cuts and burns and to enhance relaxation and sleep. It is said to relieve headache and migraine symptoms.
- Lemon essential oil is said to improve mood trusted source, and to help relieve the symptoms of stress and depression.
- Rosemary essential oil may promote hair growth, boost memory and prevent muscle spasms, and support the circulatory and nervous systems.
- Sandalwood essential oil is believed by some to have aphrodisiac qualities.
- Tea tree essential oil is said to have trusted Source antimicrobial, antiseptic, and disinfectant qualities. It is commonly used in shampoos and skin care products, to treat acne, burns, and bites. It features in mouth rinses but it should never be swallowed, as it is toxic.
- Thyme essential oil is said to help reduce fatigue, nervousness, and stress.
- Yarrow essential oil is used to treat symptoms of cold and flu, and to help reduce joint inflammation.

Oil for a massage will be mixed with a “carrier oil” that dilutes the oil and provides lubrication.

### Concept of mixing and blending of essential oils

Although essential oils can work well on their own, the real essence (and fun) of aromatherapy lies in mixing essential oils together. When you blend essential oils, you create what is known as a ‘synergy’, in which the whole is greater (more effective) than the sum of the individual parts. When combined the complex chemical constituents in each oil can have a mutually enhancing effect on each other, resulting in more powerful therapeutic effects than if the oils were used individual.

**There are two main reasons for blending essential oils:** for a therapeutic purpose such as pain or stress relief, or to create a perfume/fragrance. These two purposes are

not mutually exclusive. For instance, there is little point in mixing a blend for stress if you hate the smell. The oils that people like the smell of are usually the ones that will benefit them the most, therefore it is always worth keeping the fragrance in mind when creating a ‘therapeutic’ blend. Similarly, when creating a fragrance, the therapeutic action of the chosen oils will still be present and may also need to be considered.

For instance, you may want a room fragrance that is fresh and energising or a more calming scent that creates a relaxed ambience. So, before creating any type of blend, you should consider what you’re trying to achieve as this will help you select the most appropriate essential oils that will deliver the best results.

### Choosing your essential oils

Once you have defined your intended effects, you can then decide which oils to use in your blend and the best method of application. To help you select your oils you will need to consider the following:

- Any medical conditions (physical and/or psychological)
- Any symptoms (physical and/or psychological)
- Any underlying causes or emotional factors
- Age of the person you’re blending for
- Chemical constituents / therapeutic properties of the essential oils
- Odour type preferences (see chart below), are you drawn to any scents, do any scents invoke unpleasant memories?
- Whether an oil is sensitising, irritant or phototoxic (causes a sunburn-like reaction when skin is exposed to UV light)
- Contraindications for use e.g. certain essential oils should be avoided with children, certain medications, or health conditions, or during pregnancy

### Odour types

Essential oils can be grouped into a variety of aroma families, the most popular of which are detailed below. It’s very much down to individual taste and preference as to which scents appeal most women for example might prefer sweeter, floral aromas, while men might choose woody, herbaceous, or spicy scents. As we mentioned above it’s always important to consider the scent of your blend as you are naturally drawn to the scents of the oils that will benefit you most. Oils that you dislike the smell of may not have the same benefits and may even cause adverse emotional reactions. The following chart details the main aroma families but it’s worth noting that some essential oils can have more than one prevailing odour type.

**Table 1 - Type of odour and its description**

Odour Type	Description	Example Oils
Anisic	Aniseed / liquorice	Star Anise, Basil, Fennel
Balsamic	Rich, sweet, warm, vanilla-like	Benzoin, Peru Balsam

Camphoraceous	Strong, penetrating, medicinal	Camphor, Eucalyptus, Rosemary
Citrus	Light, fresh, citrus fruit	Bergamot, Lemon, Yuzu
Coniferous	Fresh, evergreen, forest-like	Black Spruce, Fir, Pine
Earthy	Musky, masculine, reminiscent of damp soil	Carrot Seed, Patchouli, Vetiver
Floral	Sweet, feminine, reminiscent of flowers	Jasmine, Rose, Ylang Ylang
Herbaceous	Pungent, herbal, green, slightly woody	Lavender, Marjoram, Rosemary
Minty	Strong, fresh, menthol	Cornmint, Peppermint, Spearmint
Peppery	Warm, dry, spicy	Black Pepper
Resinous	Rich, warm, sweet, smoky	Elemi, Frankincense, Myrrh
Spicy	Warm, hot, pungent	Cinnamon, Clove, Ginger
Woody	Soft, masculine, reminiscent of forest floor	Cedarwood, Rosewood, Sandalwood

### Blending of Oils

In general, oils from the same aroma family or botanical family combine well. As do oils from neighbouring families e.g. Citrus and Floral or Woody and Spicy. Remember there are no hard and fast rules, experimentation and experience are key to the art of blending and as you

become more familiar with all the different oils, you'll intuitively learn which ones blend well together.

### Creating balanced blends - top, middle, and base notes

Essential oils can also be divided into top notes, middle notes, and base notes.

**Table 2 - Balanced blends of oils**

Note	Description	Example Oils
Top notes	Are the most volatile and are the first that we smell as they evaporate quite quickly. They are light, fresh and tend to be invigorating and uplifting	Eucalyptus, Lemon, Basil
Middle notes	Form the bulk of the blend and tend to have balancing and stabilizing properties. Their scent will emerge some time after the first impression and may linger for a while	Geranium, Lavender, Marjoram
Base notes	Emerge slowly and are rich, heavy, and long-lasting, with relaxing and sedative effects. They also act as fixatives to stop the lighter notes dispersing too quickly	Benzoin, Frankincense, Patchouli, Jasmine, Myrrh

### Dilution of essential oils

Essential oils are highly concentrated substances, so when making a therapeutic blend for application to the skin, they should always be diluted in a suitable base product e.g. a carrier oil, cream, lotion, or gel. When using in the bath, it is important to remember that oil and water don't mix, so it's advisable to blend your essential oils in a base product that will solubilize the oils and disperse them evenly in the water.

The recommended essential oil content of a blend, for adult use, is typically between 1 and 3% depending on the method of application, the type of disorder you're treating, and the essential oils chosen. For example, you would only use a maximum 1% dilution on the face. Physical ailments will normally require a stronger concentration than emotional ones, and some oils such as Rose are so powerful and concentrated that only small quantities are required.

As a rule, when diluting for adults I recommend using 1 drop of essential oil per 2ml of carrier, or 1 drop per 5ml carrier if using on the face. Babies and children will require weaker blends as will pregnant women, the elderly and infirm. Less is also more if someone is suffering emotionally.

**Safety:** If you're taking medication or suffering with a serious health condition you should seek medical advice prior to using essential oils.

### Treatment procedure

#### Choosing the right essential oils

Aromatherapy is generally delivered through essential oils, which are distilled from the leaves, stems, flowers, bark, or roots of specific plants. There are a wide variety of essential oils that can help you relax. Choose one with an appealing scent to you or mix several for a personalized essential oil. Some of the best essential oils for relaxation are:

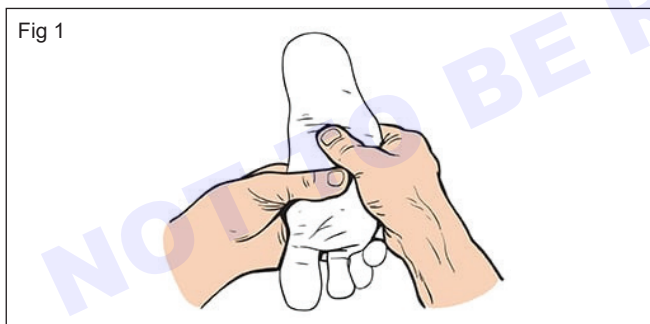
- Bergamot
- Chamomile
- Jasmine
- Lavender
- Marjoram
- Rose
- Valerian
- Vetiver

**Dilute essential oils with a carrier oil:** Essential oils are very powerful and you should avoid using a “neat” or undiluted oil on your skin. A carrier oil reduces the potency of an essential oil. It also moisturizes your skin.

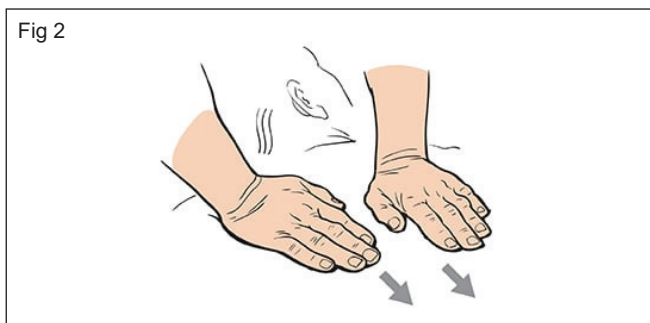
- Use a mild carrier oil. Some excellent options are coconut, olive, avocado, safflower, and almond oils.
- Mix seven to 12 drops of essential oil to each fluid ounce of carrier oil, depending on how strong you want the aroma. Don’t dilute your essential oil with water or other liquids. These won’t make the mixture mild enough to use on your skin.
- You can get a serious burn if you apply undiluted essential oils to your skin.

**Test the oil on your skin:** Before using your essential oil, it’s important to check that the mixture doesn’t irritate your skin. Dab one to two drops of the oil on the inside of your elbow. If you don’t notice a reaction after 24 hours, you can use the essential oil to help you relax.

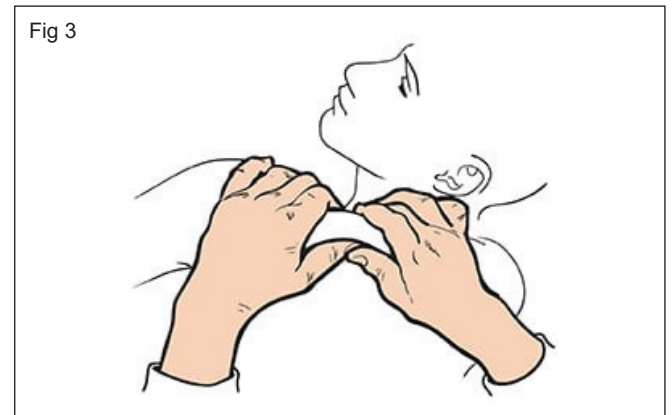
**Aromatherapy massage techniques (Fig 1)**



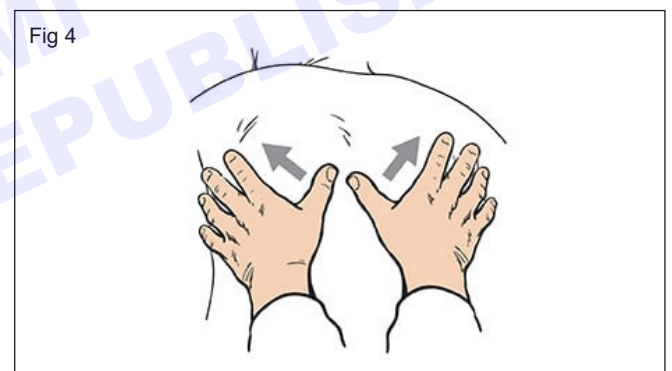
**Reflexology:** The main focus of Reflexology is the manipulation of the feet - although hands and ears can also be massaged - on which certain points have corresponding body systems or organs. For example, a certain spot on the sole of the foot corresponds to the bladder, so pressing down on it with thumbs or fingers will affect bladder functioning Fig 2.



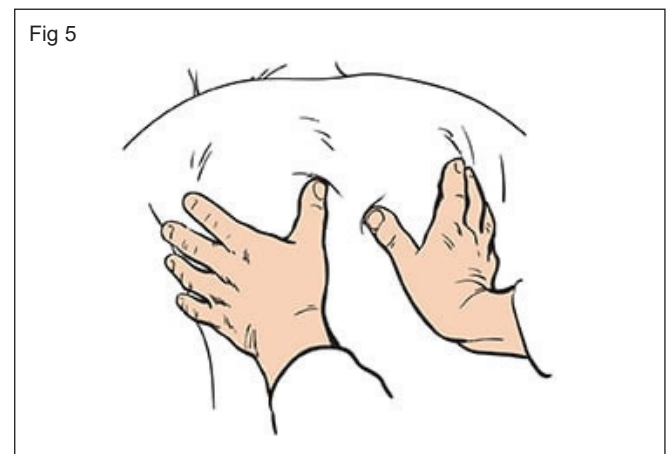
**Stroking/gliding or “effleurage”:** Effleurage is the main or principle stroke that gently warms up the muscles and prepares soft tissue for deeper treatment. It also aids circulation and relaxes tense muscles. The therapist does this movement with alternating flat palms gliding smoothly over skin in a slow fanning or circular motion with steady pressure Fig 3.



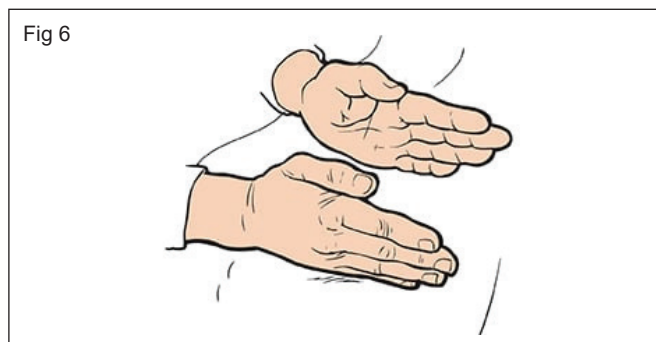
**Kneading or “petrissage massage”:** This technique can be performed superficially or deeply on specific muscle groups where tissue is easily grasped such as the thighs. The therapist uses alternate hands to squeeze and release flesh between fingers and thumbs in a milking type of stroke. A deep petrissage promotes circulation and loosens muscle tightness Fig 4.



**Fanning:** This is a motion used on the back, chest, legs and arms to stretch and manipulate tension away from muscles. The therapist creates a three-stroke fan shape from a single point and does an outward stroking motion as though combing the flesh with the backs of the fingers using the nails Fig 5.



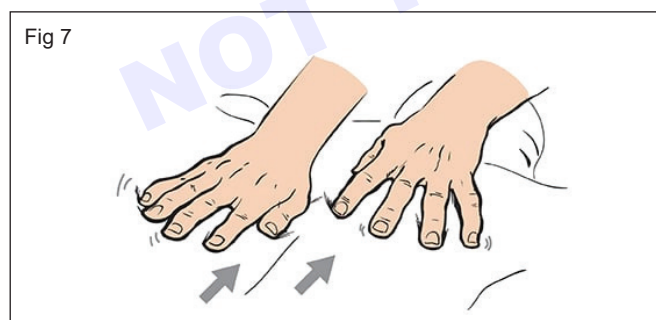
**Friction or “frottage”:** The therapist applies deep, direct pressure to release tension in the muscles around the spine and shoulders. From one static point on the back, the therapist uses his or her thumbs to apply steady pressure on either side of the spine or in small circles Fig 6.



**Percussion or “tapotement”:** This category of massage technique involves soft, rapid striking movements from the wrists of the therapist. The movements are applied to the fleshy parts of the body with equal strength and at equal intervals. They are not suitable for the following areas of the body or under the following particular circumstance: over bony protuberances such as knees and elbows, over surface (superficial) nerves, over paralyzed muscles, during pregnancy.

**Percussion includes the following methods:** Cupping, Hacking, Plucking, Pounding, Pummeling, and Tapping. The differences between the techniques come from the parts of the therapist's hands used to gently strike the patient.

**Pounding :** This is similar to the Hacking movement in terms of the same pinky finger sides of the hands being used, except that in the case of Pounding the therapist's hands are loosely clenched into fists and the lightly clenched pinky finger of each hand makes contact with the patient. Both hands are used to strike the patient's body alternately and the movement comes once again from the wrists rather than the elbows Fig 7.



**Feathering:** First, the therapist glides his or her hands up the patient's limb. Next, he or she brushes the tips of the fingers back down against the skin in an extremely light, feather-like touch that is barely felt by the person receiving the massage. This stroke should be slightly firm and should not tickle.

#### **A step-by-step full body aromatherapy massage**

- The aromatherapy massage therapist selects and applies the appropriate blend of essential oil and carrier oil for the patient.

- The therapist starts the massage with an effleurage on the legs. This stroke is delivered by flat palms traveling in long, smooth motions from the ankle to the knee or all the way up to the hip. This spreads the oil and warms the tissue. This is usually followed by petrissage to work specific muscles or tight areas in the leg. Massage for the first leg comes to a close by returning to the long, slow strokes of the effleurage. The next leg is treated in the same sequence of movements.
- For the back massage, the first strokes delivered are effleurage strokes again but this time on both sides of the spine and covering the whole surface of the back. After warming up the tissue, he or she uses fingers, knuckles, wrists or elbows to work more deeply on the tissue. Tight muscles are relieved by working locally in the tight areas and along the whole length of the muscle with strokes such as petrissage, compression, friction, and percussion. This part of the massage ends with the effleurage stroke.
- The patient's arms and hands can be worked on with the patient lying either the face down or face up. Once again, the therapist begins with the long, slow effleurage strokes. If the weight of the patient's arm can be securely supported, petrissage, compression, and friction can be done with a wringing motion. Effleurage strokes bring this part of the massage to an end as well, and the therapist moves to the other arm.
- For the remainder of the massage, the patient can lie face up or down. The therapist reaches under the patient's neck to comb the fingers upward from the back to the base of the skull. If the patient is lying face up, the therapist should allow the weight of the neck to indicate how much pressure to apply with the fingers rather than applying too much pressure, which might lead to muscle cramping or injury due to the awkward angle of the hands. Across the tops of the shoulders, the therapist might use a moderately intense petrissage technique, as this area is prone to substantial muscle tension. He or she might then stroke across the upper chest and collarbone area, avoiding the throat area.
- For a facial massage, the therapist should sit at the head of the massage table unless able to stand comfortably. The patient's face is first relaxed by using flat palms in a gentle upward motion to stroke up over the forehead. This motion can be repeated at any stage of the face massage. Next: To release tension, gentle circular strokes can be made from the forehead going down to the chin. The therapist can use his or her knuckles in massaging the patient's jawline, which can be pressed with small, light friction circles that start from the cheeks and go outward to the joints of the jaw. The light circles can also go up to the ears and behind them. The pressure should be applied even lighter as this stroke progresses up to the patient's temples. Using the pads of the thumbs, the therapist can smooth the forehead from between the eyebrows, stroking outward in the direction of the

temples. This separating stroke with thumbs going in opposite directions can be repeated across the brow ridges, from the bridge of the nose across the cheekbones and cheeks, below the nose, and across the chin.

- The feet should be massaged last in order to avoid spreading bacteria from the feet to the rest of the body and to other surfaces. Massage of the feet can start at the ankle and go across the top of the foot to the toe area with the therapist applying effleurage with moderate pressure. Each toe can be rolled between the fingers and gently tugged. Circular friction can be applied to the soles of the patient's feet and heels using the thumb pads. Hands should be washed immediately after foot massage

### Benefits

Aromatherapy is a complementary therapy. It does not provide a cure for diseases, rashes or illnesses, but it can support conventional treatment of various conditions.

#### It has been shown to reduce:

- Nausea
- Pain and body aches
- Anxiety, agitation, stress, and depression
- Fatigue and insomnia
- Muscular aches
- Headaches
- Circulatory problems
- Menstrual problems
- Menopausal problems
- Alopecia, or hair loss

Digestive problems may benefit from peppermint oil, but it should not be ingested. Tooth ache and mouth sores can be relieved by clove oil, but this, too, should only be applied topically and not swallowed.

### Contra indications

- **Babies and young children:** only a quarter of the normal dose of essential oils should be used.
- **Elderly people or someone on medication:** Use only half the dose.

- **Epilepsy:** certain oils should be avoided, eg. sage and hyssop.
- Respiratory problems
- Blood pressure

### Post - treatment tips of aromatherapy

The following advice should be taken following an aromatherapy treatment:

- Wait 10 minutes post treatment before driving.
- Listen to your body – i.e., if you feel tired then try to rest as your body is telling you are tired, and the body is needing to heal and re-coup.
- Contact your therapist with any concerns you may have following a treatment.
- Avoid alcohol / caffeine for at least 24 hours as some aromatherapy treatments.

### Pre - treatment tips of aromatherapy

Drink plenty of water to assist in the elimination of toxins from the body.

- Eat a light and healthy diet to assist the detoxification and healing process, avoid heavy meals.
- Get plenty of rest. You may feel tired after treatment.
- Gentle exercise - postural exercises can help with muscle tension as well as exercises that will assist with mobility. Yoga is a suitable and gentle exercise option.
- Do deep breathing exercises to assist with taking in oxygen to your fullest capacity.
- If you have a stressful lifestyle it may be helpful to obtain information about methods of stress management as well as lifestyle changes, hobbies, relaxation methods
- Look into the possibilities of treatment options that could help with stress and other conditions.
- Regular aromatherapy treatments are recommended for wellbeing.
- Avoid bath/shower/steam room/swimming/sunbathing for up to 24 hours.
- Try to leave oils on skin for up to 8 hours to allow them to continue absorption into the body.

## Thai massage and treatment preparation

**Objectives:** At the end of this lesson you shall be able to

- explain the purpose of Thai massage
- describe the Thai massage steps and treatment preparation
- describe the procedure, benefits, contradictions, pre and post treatment tips.

### Thai massage

Thai massage, which originated in India, has been around for over 2,500 years. Originally regarded as a healing art, traditional Thai massage includes influences from both Ayurvedic and traditional Chinese medicine. Unlike typical Western-type massages, it doesn't involve lying on a massage bed while a massage therapist applies oil to your body and kneads your muscles and pressure points.

Instead, you lie fully clothed on a mat on the ground while a practitioner uses stretching, pulling, and rocking techniques to relieve tension, promote relaxation, and improve flexibility and circulation. Sometimes referred to as assisted yoga, Thai massage is focused on improving the flow of energy throughout your body Fig 1.



### Essential massage steps

Let's take a look at the Thai Massage techniques most frequently applied during treatment sessions.

#### Pressure and acupressure

Pressure and acupressure is primarily used to press on/ along the Sen energy lines and on acupressure points i.e. to open-up or unblock the Sib Sen lines. Sustained pressure is also used to soften up contracted locations of the body, such as knots, tangles and adhesions, notably those found in muscle and connective tissues. Tools typically used are the hands (thumbs, palms, fingers), forearms, elbows, but the knees and feet may be used also depending on the goal and specific technique. As

already mentioned in our previous paragraph "Thai Massage Tools," in some cases extra appliances may be brought in to give pressure or acupressure, such as wooden sticks or compresses.

#### Mobilization

Mobilization of joints i.e. articulations and muscle-tissue is commonly done in Thai Massage, usually in order to promote more range of motion for the client. Typically, mobilizations consist of rotating or repeated movements going forth and back in a certain direction.

#### Assisted stretches

Thai Massage knows many types of assisted Yoga-like stretches, hence the name "Yoga for lazy people" with the

primary goal to open-up the Sen lines, but, for instance, also to stimulate better range of motion, improve blood circulation, and/or to prevent sports injuries by promoting more flexibility.

### **Breathing**

Controlled breathing is an essential tool in Thai Massage. Typically, the client first breathes in, then when applying pressure or performing an assisted stretch, the client breathes out to be able for the therapist to go deeper into a stretch or pressure point.

### **Massage**

Massage techniques range from rubbing, kneading (petrissage), gliding (effleurage), tapping, vibrating, pinching, circling, grabbing, pushing, plucking, rolling, and so on, basically using any means available to manipulate body tissues.

### **Rhythmic movements (harmonics or rocking)**

Rhythmic, gentle repetitive rocking movements may be used to induce a deep state of muscle relaxation and “letting-go” for the client. It can be used to prepare a client for deeper work.

### **Percussion**

Percussion, also called tapotement or drumming, is generally used by the masseur to stimulate blood circulation, promote pain relief and/or to relax the body parts worked on. It's a series of rapid blows that penetrate into the soft tissue. There are various percussion techniques which usually are done with the hands, side of the hands, fingers or fists, to name some methods.

### **Chiropractic realignments**

Structural realignment is usually not a goal in itself in Thai Massage but happens rather automatically as a result of muscles and tendons being in a relaxed, non-contracted state or with certain techniques, notably so-called spinal twists. In fact, while giving a treatment, joints, bones or vertebrae can re-position themselves in their proper place, although realignment can also be a deliberate action using chiropractic techniques, commonly called “cracks” in Thai Massage.

### **Treatment preparation**

Thai massage is one of the most complete types of bodywork for both the therapist and the receiver. In fact, there's perhaps no other kind of massage work where the practitioner can use his or her complete body being the tool to apply the treatment, while using a broad variety of manual Thai Massage techniques and additional external appliances.

### **Thai massage tools**

The tools used while giving a Thai massage session can be divided into those used by the therapist and those needed by the client. It is one of the most complete types of bodywork for both the therapist and the receiver. In fact, there's perhaps no other kind of massage work where the practitioner can use his or her complete body being the tool to apply the treatment, while using a broad variety of manual Thai Massage techniques and additional external appliances.

### **For the therapist**

A Thai Massage therapist can use almost all body parts to give a treatment session, that is, to apply pressure, acupressure or perform assisted stretches. Typically a masseur uses the hands (thumbs, fingers, palms and fists), forearms, elbows, knees, shins, the feet (arc, heels and toes), shoulders, the belly i.e. abdominal area, and buttocks, to name the most commonly used parts of the body.

Apart from that, a Thai Massage practitioner can also bring in other (external) tools, such as herbal compresses in Thai Herbal Compress Massage, scarfs in Thai Scarf or Loincloth Stretching Massage, hammer and chisel in Tok Sen Massage, and sticks, for instance, small wooden tools for Foot Massage and Reflexology, large sticks in Thai Barefoot Massage to keep balance, or long poles and appliances to apply acupressure in Thai Amatarot Massage.

Although an authentic Thai Massage is not given with oils, a massage therapist may use creams, balms or oils to open-up or soothe a certain area of the body (to be) worked on.

### **For the client**

The client needs to wear loose-fitting clothing and have a comfortable Thai Massage mat or mattress to lie or sit on. Usually a therapist also supplies small pillows or large (folded or rolled-up) beach towels to accommodate the patient's head or neck when necessary, or to use with some Thai Massage techniques. Sometimes blankets are supplied for when the client gets cold, or a little heater, or by contrast if it's warm, an air-conditioner or ventilator. Additionally, other props (supports) can be used also, like for instance the typical triangle-shaped Thai pillows (available in many sizes) to use under the legs (knees) of the client, which can come particularly handy when working on the client's abdominal area.

### **Benefits**

- 1 Relieves headaches
- 2 Reduces back pain
- 3 Relieves joint stiffness and pain
- 4 Increases flexibility and range of motion
- 5 Eases anxiety
- 6 Revives energy

### **Contra indications**

#### **1 Visible or obvious conditions**

These include open wounds, broken bones, skin conditions, open sores, burns, sprains and other injuries, and advanced pregnancy (visible big belly). The first thing we need to understand is that not every contraindication applies to Thai Massage in general. Often they just apply to a certain part of the body.

#### **Here are some examples**

- A client might have an open wound on the leg, but it is properly bandaged and you can easily work around it.

- A client might have a burn on the calf, and you just skip this part of the body in your session.
- A client might have a foot in a cast, but you can just work on the upper body, shoulders, arms, neck, head and face.
- If you are experienced and skilled, you can easily work on pregnant women, even though you might avoid working directly on the abdomen.

## 2 Not visible or less obvious conditions

Examples are cancer, MS or Parkinsons in early stages, high blood pressure, nerve pain, arthritis, carpal tunnel syndrome, osteoporosis, blood clots, first trimester pregnancy, heart problems, implants, joint replacements and others.

### Pre - Treatment tips

- 1 **Inform about massage techniques:** Let clients know about the intense movements, pulling, and kneading involved.
- 2 **Communicate discomfort:** First-time clients may feel discomfort; they should inform the therapist to adjust pressure levels.
- 3 **Mental preparation:** Feeling overwhelmed initially is natural; the body and mind will gradually adjust.
- 4 **Avoid alcohol and caffeine:** Refrain from consuming stimulants before the massage for better relaxation.
- 5 **Eat in advance:** Have a meal at least one hour before the session to prevent discomfort.

### Post - Treatment tips

- 1 **Allow time to recover:** You may feel exhausted or lightheaded initially; rest for a few minutes to let your body adjust.
- 2 **Stay hydrated:** Drink plenty of water to help flush out toxins released during the massage.
- 3 **Avoid strenuous activities:** Give your body time to relax and recover; avoid heavy workouts or physical exertion.
- 4 **Listen to your body:** Some soreness is normal; however, if discomfort persists, consult your therapist.

- 5 **Eat light and nutritious foods:** opt for a balanced meal to replenish energy without burdening digestion.

### Things to avoid post thai massage session

- 1 **Large Meals:** Food coma is the last thing you would want to experience post an intense massage session. After food intake, your body redirects blood to your digestive system for digestion which can lead to extreme dizziness or lightheaded. Try to consume light foods such as fruits or healthy snacks.
- 2 **Caffeine, alcohol, and other substances:** As you know, massages increase blood circulation in your body. Consuming coffee, alcohol, or other substances can cause an increase in heart rate and elevate anxious symptoms. To prevent these unpleasant effects, you must avoid these substances for a few hours after a Thai Massage.
- 3 **Hot Showers:** The temperature of your shower after a massage session is important. Taking very hot showers can cause a drastic increase in the blood flow of your body making you dizzy or fainty.
- 4 **Overexertion:** Even though you feel relaxed and energized after a Thai massage, remember that your muscles are exhausted. Heavy physical activities will strain your muscles and cause an increase in pain.
- 5 **Dehydration:** Water is an essential requirement pre- and post-Thai Massage. Your body tends to release toxins and water helps to facilitate flushing them out of your system. Keeping yourself hydrated prevents dehydration and detoxification in your body.

**Note: Thai massage involves higher pressure levels compared to other massages. Don't forget to do mild stretching after a Thai massage or Traditional Thai massage to avoid soreness of stretched, pulled, and pushed muscles for longer and better results.**

## Hot stone therapy massage

**Objectives:** At the end of this lesson you shall be able to

- explain the history of hot stone therapy massage purpose
- describe the hot stone therapy massage steps and treatment preparation
- describe the procedure, benefits, contraindications, pre and post treatment tips.

**History of hot stone therapy:** A hot stone massage is a type of massage in which the masseuse places smooth, hot stones on your back. These stones provide heat therapy to the muscles, which can help reduce tension

and pain. The stones used in hot stone massage are typically basalt, volcanic rock that is usually high in iron, which allows them to absorb heat.

Fig 1



Hot Stone Massage Techniques

- 1 **Hot stone massage placement:** The placement of the stones during a hot stone massage will depend on the muscles and tissues that are being worked on. For example, if you have lower back pain, the masseuse may place the hot stones along your spine. Other common spots for hot stone placement include the abdomen, chest, face, feet, forehead, and palms.
- 2 **Hot stone massage techniques:** Like stone placement, the techniques that your masseuse uses with the hot stones will depend on your specific needs. Therapists often use circular movements, kneading, long strokes, and vibrations. The hot stones can be used alone or incorporated into other types of massage, like Swedish massage.
- 3 **Hot stone massage temperature:** Stones that are too hot may cause burns, while stones that aren't hot enough may not have the desired effect. The American Massage Therapy Association recommends that the only way you should heat hot stones is in water. The water should be between 110° F and 130° F, and the water should completely cover the stones. One of the best ways to do this is with a professional massage stone heater. This device looks a little like a slow cooker and allows you to control the temperature of the water. Despite this, also use a calibrated thermometer to test the temperature of the water.

### Essential massage steps

- a **Find or purchase stones:** Stones used in this treatment are typically made of basalt, due to their ability to retain heat. The stones should also be very smooth, so they do not irritate the skin in any way. If you can't find basalt stones, however, smooth river rocks are fine. You should have anywhere between 20-30 stones, though some professional massages may have upwards of 45 - 60. There should be at least two large ovals around 8" long to 6" wide, seven stones you can fit in the palm of your hand, and 8 small stones between the size of an egg or a quarter.
- b **Set up your area:** If you do not have a massage table, a bed or the floor will be fine. Once you've chosen where the massage should take place, you should lay out a clean sheet or a thick towel for the person you are massaging to lay down on. This will not only help them be more comfortable but also help absorb any excess oil from the massage.
- c **Heat up your stones:** Ideally, you should prepare your stones 30-60 minutes before you begin your massage. The water should be no more than 130 °F (54 °C). The stones will cool down as you use them. Anything below 110 °F (43 °C) is considered a warm stone massage, although it is important to know that a 104 °F (40 °C) stone can still burn someone if it is left lying on bare skin for a few minutes.

## **Never place a hot stone directly on the participant's skin without moving it**

To prevent burns, you must place a flannel sheet or towel down and then put the stones on top of that. Keep in mind it can take 3-4 minutes for the heat of the stones to penetrate to the skin.

**Treatment Preparation:** Please note that you should never have a participant lay down on top of hot stones as serious burns can occur.

- 1 Place four small sized stones on the participant's face:** Once the participant has settled, take four of the smaller stones, without oil, and place them on the acupressure areas on their face. There should be one stone on their forehead, one under their lips, and one on each of their cheeks. You should avoid putting oil on these stones as it may clog their pores or irritate their skin. A great alternative is to chill the stones for the face instead of heating them as this will help reduce any puffiness.
- 2 Put medium to large stones along the breastbone, the collarbones, and in the participant's hands:** Depending on the height and width of the participant, the size of the stones you use may vary. However, you should try to place one stone or more on either side of their collarbone, two large ones along the breastbone, and two palm-sized stones in their hands. They do not need to clasp these, but should instead remain fully relaxed and gently cupping the stones.
- 3 Use two palm-sized stones to massage the rest of the body:** Uncover the part of the body you are going to massage, remembering to remove any placed stones first. Rub some oil onto the skin and the stones. Follow the cords of muscles to work out any knots, changing stones as needed as they cool. When finished, re-cover the area you massaged, replace any stones and move on to the next area. Remove all stones once you have completed the entire massage
- 4 Turn the participant over:** After you've finished massaging the front, have the participant turn over to lie on their stomach. To make the participant more comfortable, try placing a rolled up towel under their ankles. You should also make sure that you are changing your stones so they stay warm.
- 5 Cover the participant and place stones on the shoulder blades, the backs of the kneecaps, and between the toes:** Pick larger stones for the shoulder blades and the backs of the kneecaps. For the toes, place a small stone between each. You should then wrap each foot in a towel to help hold in the warmth and keep the stones in place. After you've placed these, uncover the area you intend to massage and rub some oil into the skin. Take two palm-sized, oiled stones and use them to massage the participant. As before, re-cover the area massaged, replace any stones and move on to the next area.

## **6 Alternate the hot stones with cold marble stones:**

Most clients find that after a period of time, their bodies become so relaxed from the hot stone massage techniques, they don't even notice the temperature change to the cooler stones. This process is often recommended for soothing injuries that result in painful swelling or inflammation.

### **Benefits**

Hot stone massages offer many of the same benefits that traditional massages do, including:

- Reducing or in some cases, eliminating muscle pain
- Improving joint mobility
- Improving circulation
- Improving immune system functioning
- Increasing lymphatic drainage
- Reducing depression and anxiety
- Reducing tension within muscles
- Increasing body awareness

Aside from those shared benefits, hot stone massages also offer patients a few benefits that you won't find in any other form of massage therapy. These include:

- May promote sleep
- May boost your immune system
- May help relieve symptoms of fibromyalgia and other diseases

### **Contra Indications**

- Any condition where the client has a loss of sensation, including Neuropathy, Diabetes, Peripheral Vascular Disorder
- Injury or trauma where nerves have been affected
- Throughout Pregnancy (due to the rise in body temperature)
- Psychotic conditions, epilepsy
- Any dysfunction of the nervous system
- Anyone with depressed immune system, including Lupus, Epstein Barr, Mononucleosis, HIV/AIDS, Cancer; anyone on Chemotherapy or Radiation treatments
- Sunburn, Psoriasis, Skin cancer, Burns, Dermatitis, Eczema, Acne, Shingles, Herpes, or any acute inflamed skin condition

### **Pre and post-treatment tips for massage**

#### **Pre-treatment tips**

- 1 Stay Hydrated:** Drink plenty of water before the session to help your body process toxins released during the massage.

- 2 **Avoid alcohol and caffeine:** Refrain from stimulants as they can dehydrate the body and reduce relaxation benefits.
- 3 **Eat light:** Have a small, nutritious meal at least an hour before the massage to avoid discomfort.
- 4 **Mentally prepare:** Stay relaxed and open to the process to enhance the experience.
- 5 **Stretch lightly:** Some gentle stretching before the session can help prepare muscles for relaxation.
- 3 **Avoid alcohol and caffeine:** These can dehydrate the body and counteract the relaxation effects.
- 4 **Take it easy:** Avoid strenuous activities for 12-24 hours to allow muscles to recover.
- 5 **Do gentle stretches:** Light stretching for 30 seconds per muscle helps maintain flexibility without strain.
- 6 **Correct your posture:** Maintain good posture post-massage to prevent muscle tension from returning.
- 7 **Eat light and nutritious:** Avoid overeating to sustain the relaxed, refreshed feeling.

#### **Post - treatment tips**

- 1 **Drink plenty of water :** Helps flush out toxins released during the massage and supports kidney function.
- 2 **Stay relaxed:** Avoid rushing back into daily activities; rest to maximize the benefits.
- 8 **Relieve post-massage discomfort:** if experiencing headaches or soreness, use an ice pack, take a warm bath, or stay hydrated to ease discomfort.

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## Shirodhara massage and treatment preparation

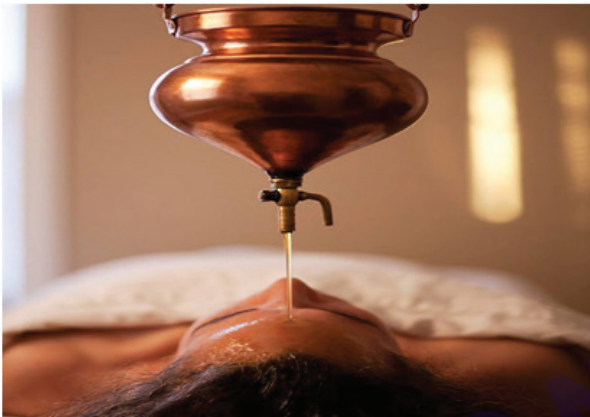
**Objectives:** At the end of this lesson you shall be able to

- explain the history of shirodhara massage and purpose
- describe the shirodhara massage steps and treatment preparation
- describe the procedure, benefits, contraindications, pre and post treatment tips

**Shirodhara Massage:** Shirodhara comes from the two Sanskrit words “shiro” (head) and “dhara” (flow). It’s an Ayurvedic healing technique that involves having someone pour liquid — usually oil, milk, buttermilk, or

water — onto your forehead. It’s often combined with a body, scalp, or head massage. Ayurveda is a holistic health approach that originated in India thousands of years ago. It focuses on rebalancing the life forces, called doshas, within your body.

Fig 1



Shirodhara Massage Techniques

### Various products used for Shirodhara massage

Shirodhara therapy generally uses different types of herbal oils or infusions to bring about a soothing sensation to the mind and body. Depending upon the type of liquid used, it is categorized into the following types:

- **Taila dhara (Thaila Dhara):** A single type of oil or a mixture of several ayurvedic oils are used in Taila dhara type of massage.
- **Dugadha dhara (Ksheerdhara):** The main ingredient used in dugadha dhara is milk.
- **Takra dhara (Thakradhara):** Takra dhara mostly uses buttermilk as the main ingredient.
- **Kwatha dhara (Decoction):** Depending upon the diagnosed condition or dosha imbalance, the main ingredient in kwatha dhara consists of decoctions made by using various herbs.
- **Jala dhara (Aqueous formulation):** Generally used in case of Pitta imbalance in the body. This type mostly uses coconut water as the main ingredient for the treatment.

### Procedure of Shirodhara Massage

1 Massage the head and scalp properly using an adequate quantity of oil 5 to 10 minutes before starting the procedure.

- 2 Lie on your back in the supine position on the Shirodhara table.
- 3 Keep a small pillow or towel under your neck for proper support.
- 4 Fine-tune the Shirodhara pot or equipment in such a way, so that the oil from the pot falls directly onto the forehead. Usually, the specific distance here, between the Shirodhara pot and the forehead should be about 10 cm.
- 5 Put the specific type of oil, you want to use in the Shirodhara pot and start pouring oil or the herbal liquids over the head and forehead of the patient.
- 6 Ask the patient to relax and relish the feeling coming from the oil being sprinkled onto the head.
- 7 The oil coming out of the Shirodhara pot should be in continuous motion.
- 8 Oscillate or waver the pot from one side to another side of the forehead, so that the stream of oil goes from left to right, lateral part of the forehead and vice versa.
- 9 Recollect the extra oil that has fallen from the forehead, on the table, reheat it to maintain the specific temperature of the Shirodhara oil.

- 10 Put the recollected oil back into the shirodhara pot and again allow the oil to fall from the shirodhara pot onto the forehead.
- 11 Continue this process for 20 to 30 minutes.
- 12 Give a light head massage to the patient throughout the process.
- 13 After the shirodhara massage is completed, wipe off the oil or liquids from the forehead of the patient.
- 14 Allow the patient to relax for 30 to 60 minutes and allow the oil to seep deep inside the head.

### Work of shirodhara

- The infusion of oils or other liquids when poured onto the head and scalp produces a soothing and calming sensation on the muscles of the head, which in turn passes via the superficial peripheral nerves of the forehead to the brain.
- By soothing the hypothalamus, it regulates the activity of the pituitary gland and treats conditions like insomnia by inducing sleep. Shirodhara also stimulates the various vital points all around the head and improves blood circulation.
- The warm herbal oils used for this process causes vasodilatation of all the blood vessels and thus improves the blood circulation in the brain.
- The massage brings down the elevated serotonin levels, a neurotransmitter that stabilizes our mood, feelings of well-being, and happiness.
- Shirodhara also reduces the level of stress hormones such as adrenaline and noradrenaline and thus relaxes the mind and thereby helps in relieving stress and tension.
- It also helps in alleviating different types of psychosomatic ailments like stress, tension, depression, anxiety.

### Benefits

- Relieves stress
- Rouses intuition
- Enhances sleep quality
- Diminishes anxiety
- Pacifies vata doshas

**1 Shirodhara for headache and migraine:** The oils used for shirodhara have strong antioxidant and anti-inflammatory properties which potently help in relaxing the throbbing blood vessels in the head. The therapy also improves the mood of an individual and provides relief from stress-related headaches and chronic migraines

**2 Shirodhara for vision problems:** This classical procedure is extremely advantageous in case of vision problems. Although not applied directly into the eye, the massage with warm herbal oils improves the eye muscles, boosts clarity and helps a person see better without any glasses.

**3 Shirodhara for depression:** Shirodhara therapy holds great value for treating different types of psychotic problems like depression, dementia, restlessness, etc.

**4 Shirodhara for hypertension:** The Shirodhara treatment induces potent vasodilatory effects on the body. When the oil drops on the center of the forehead, it activates the agnya chakra, which in turn helps dilate the blood vessels and improves blood circulation throughout the body. By normalising the blood flow, it not only improves the heart functions but also enhances cardiovascular endurance which brings the blood pressure to a stable level and hence treats hypertension and abnormal pressure readings.

**5 Shirodhara for cognitive abilities:** The oils used in this traditional therapy have potent brain-boosting properties. Enriched with powerful antioxidants and flavonoids, they effectively improve the concentration, memory capacity, focus, calmness, and alertness of an individual

### Contra Indications

Shirodhara should not be done in the following conditions:

- Women at the last stage of pregnancy
- People having allergic reaction towards oil
- People suffering from nausea, vomiting, fever, fatigue or excessive sweating conditions.
- People suffering from a neck injury, brain tumour, or have cuts or abrasions on the forehead

### Pre and Post-Treatment tips

#### Pre -Treatment tips

- 1 **Choose the right time:** The treatment is best done in the morning or evening for maximum benefits.
- 2 **Special cases require full-body massage:** in certain health conditions, a full-body abhyanga massage using herb-infused oils may be recommended.

#### Post -Treatment tips

- 1 **Take a warm or medicated bath:** Bathe 30 minutes after the procedure to cleanse the body.
- 2 **Use medicated shampoo:** Helps remove oil from the hair without stripping its benefits.
- 3 **Avoid caffeinated products:** Refrain from coffee or tea for a few days to sustain the treatment's effects.
- 4 **Follow a vata-pacifying diet:** Consume warm, nourishing foods that help balance the body's energy.

## Potli massage and treatment preparation

**Objectives:** At the end of this lesson you shall be able to

- explain the purpose of potli massage
- describe the potli massage steps and treatment preparation
- determine the procedure, benefits, contradictions, pre and post treatment tips.

### Potli Massage

One of the most popular massage therapies practiced in India, potlis have been used in South East Asia, especially in Thailand, as a natural remedy for centuries. Potli massage therapy is done using heated herbal pouches also known as potlis (or poultice) that are used to rejuvenate, relax and nourish the affected area. When these potlis are placed on the body, they have a therapeutic effect. Ayurveda is known to be one of the oldest medicinal traditions in India and potli massage therapy finds its roots in this science.

Potlis contain a selection of Ayurvedic herbs, both, fresh and dried, that are carefully chosen based on your

Ayurvedic constitution and the issue that you're being treated for. They are then packed into a muslin cloth and dipped in warm medicated oil (for a wet massage) or sand or some herbal powder (for a dry massage) and then massaged onto specific pressure points that help in healing the body. They also help stimulate blood circulation which promotes faster recovery and healthy skin as well.

Potli massages work on an age-old philosophy which is based on the confluence of the elements of fire and water combined with specific herbs. When the heated potli is massaged on the body, it opens the pores and relaxes the muscles, allowing the carefully selected herbs to work on the body and mind and the latter being the reason why it is thought of as being very relaxing.

Fig 1



Potli massage techniques

### Various herbs used for potli massage

- **Ashwagandha:** used to relax tensed muscles and help reduce stress.
- **Mustard and neem:** used to give the skin and body a much needed detox.
- **Turmeric and ginger:** used to revitalise and purify the body.
- **Rice and rosemary:** used to improve blood circulation and ease tension in the muscles.
- **Aloe-vera and onion:** used to reduce inflammation.

### Massage procedure

- **Preparation of the Potli:** A potli is a cloth pouch filled with a combination of herbs and other natural ingredients. The herbs are chosen based on the specific needs of the individual. The potli is heated in oil or medicated milk before use.

- **Preparation of the client:** The client is asked to lie down on a massage table, and the therapist performs a gentle massage with warm oil on the body to loosen up the muscles.
- **Application of the potli:** The heated potli is then applied to the body, with gentle pressure and circular motions. The therapist may also tap the potli on specific points on the body to release any tension.
- **Massage with potli:** The therapist uses the potli to massage the entire body, including the back, arms, legs, and neck. The heat from the potli helps to open the pores and allow the herbal ingredients to penetrate the skin.
- **Steam bath:** Follow up with a steam bath for deeper relaxation and detoxification.
- **Relaxation:** After the massage, the client is allowed to rest for a few minutes to allow the body to absorb the herbs and fully relax.

- **Shower:** The client can then take a warm shower to wash off any residual oil or herbal paste from the body.
- **Drink water:** It is recommended to drink warm water or herbal tea after the massage to further aid in the elimination of toxins from the body.

### Benefits

- Relieves pain and stiffness in joints and muscles
- Improves blood circulation and oxygen supply to tissues
- Enhances skin health and texture
- Boosts immunity and body's natural healing process
- Promotes relaxation and reduces stress and anxiety
- Stimulates lymphatic drainage and detoxification
- Balances the doshas and promotes overall wellness
- Improves digestion and relieves constipation
- Provides relief from respiratory ailments such as asthma and sinusitis
- Helps in reducing the appearance of cellulite and improves body contour.

### Contra indications

- Any condition where the client has a loss of sensation, including Neuropathy, Diabetes, Peripheral Vascular Disorder
- Injury or trauma where nerves have been affected
- Throughout Pregnancy (due to the rise in body temperature)
- Psychotic conditions, epilepsy
- Any dysfunction of the nervous system
- Anyone with depressed immune system, including Lupus, Epstein Barr, Mononucleosis, HIV/AIDS, Cancer; anyone on Chemotherapy or Radiation treatments
- Sunburn, Psoriasis, Skin cancer, Burns, Dermatitis, Eczema, Acne, Shingles, Herpes, or any acute inflamed skin condition

### Pre -Treatment tips

- 1 **Stay hygienic:** Shower before the session to ensure clean skin, which helps absorb essential oils and massage media.
- 2 **Communicate openly:** Inform your therapist about any health conditions, injuries, or concerns.
- 3 **Avoid eating before the session:** Do not eat at least 60 minutes before the massage for better comfort.

### Post - Treatment tips

- 1 **Follow therapist's homework:** Perform assigned stretching, strengthening, and movement-based exercises for long-term benefits.
- 2 **Stay active:** Light movement encourages blood circulation and enhances recovery.
- 3 **Increase fluid intake:** Drink plenty of water to support circulation and avoid dehydrating beverages like caffeine, sugar-loaded drinks, and alcohol.
- 4 **Monitor physical changes:** Observe body reactions and inform your therapist during the next session.
- 5 **Be aware of mental and emotional shifts:** Massage may improve clarity, productivity, and emotional balance. Discuss any concerns with your therapist if needed.

### Things to remember for after receiving a massage

After receiving a massage therapy session, there are also important items your clients should do to ensure their results last longer.

- **Do homework assigned by therapist:** Stretching, strengthening, movement-based exercises and muscle aid are homework items which may be assigned by massage therapists. The purpose of assigning homework is to present self-care means so clients will witness massage efforts become more effective with longer lasting health gains.
- **Remain active:** Staying mobile encourages continuous blood circulation, thereby feeding tissues at a healthy rate.
- **Increase intake of fluids:** Ensure proper intake of fluids, especially water, to keep circulation efforts strong within the body. Avoid drinks with high sugar or caffeine content as these drinks prove harmful and dehydrating in the long run. Also, do not drink alcohol after a massage!
- **Check in daily on changes and shifts within the body:** As body awareness heightens, one will realize the effects of massage upon their body. Be sure to take note of physical changes witnessed and felt to inform your therapist prior to next session. A therapist needs to know how the physical body is responding to massage efforts as every person may experience different results from touch.
- **Be aware of mental and emotional changes:** Massage efforts also impact the mental and emotional aspects of self-care. A client may recognize greater clarity and productivity of thought after massage sessions. Also, emotions may be easier to manage after massage sessions. If mental and/or emotional health is challenged, a conversation is welcome with the massage therapist to acknowledge how touch affects one's psyche and emotion.

## Advanced facial treatment

**Objectives:** At the end of this lesson you shall be able to

- illustrate the current trends in advanced facials
- describe the different types of advanced facials and steps to apply the procedure
- express the knowledge of some important facial products, application procedure, benefits, contraindications, pre and post treatment tips.

### Current trends in advanced facials

Facial aesthetics is an ever-evolving field, with new treatments and technologies constantly emerging to enhance the appearance of the face. From non-invasive procedures to surgical interventions, the options for facial rejuvenation are more diverse than ever before. The post-pandemic world has seen drastic changes in the lifestyle habits of people around the world. To look good and to portray the best version of themselves, the aesthetic procedure industry got fueled by the pandemic. Issues like saggy skin, eye bags, skin imperfections and face asymmetry became more prominent among the crowd. Hence, achieving physical perfection has become of paramount importance. This urged people to look for skin procedures and rely on chemical peel-offs. However, most people are on the lookout for long-lasting skin care treatments. All of this has resulted in a tremendous increase in both surgical and non-surgical facial aesthetics.

Due to their immediate results, non-surgical options are known to develop more quickly than surgical procedures.

#### 1 Fillers and Botox are expected to grow exponentially

The popularity of botox and fillers will continue to grow in India as they tend to provide immediate results. The advanced, FDA-approved neurotoxins I.E. botox, dysport, Xeomin, Jeuveau, and fillers using hyaluronic acid result in immediate facial contour, volumization and improved hydration.

#### 2 Permanent makeup

Permanent makeup is a cosmetic technique which involves a tattooing effect to conceal flaws and imperfections. The tattoo ink with various techniques such as micro scalp pigmentation, lip micro pigmentation, and micro blading of the brows, is opted for a significant transformation. These are safe, viable options when dealing with age-related concerns or the flaws caused by accidents or trauma.

#### 3 Radiofrequency skin rejuvenation

This method involves advanced techniques that work on micro-needling with radiofrequency energy that improves skin appearance and texture. These treatments penetrate deep into the skin and cause collagen stimulation and induce skin tightening and minimal fat loss on the face. An ultimate rejuvenation option for those who want to age gracefully, and feel fresher and visibly glowing.

#### 4 IV Based on glutathione therapy

Glutathione IV therapy is a method of inserting glutathione into your body to offer a lighter skin tone or fairer complexion. This process involves delivering nutrients directly into the bloodstream by passing through the gastrointestinal tract.

#### 5 Medi - facials

MediFacial is a modern treatment that involves medicine and facials. This treatment contains necessary Vitamins, Minerals and Antioxidants that are beneficial for the skin. Medifacials like Silk peel Dermalinfusion, Microdermabrasion, Hydra Facial, Photo-facial, and Red-Carpet Facials are blooming due to their advanced tech-based properties to offer clear, younger, and flawless skin.

#### 6 Skin rejuvenating lasers (Carbon peel)

Laser Carbon peel is a fast and painless method to improve the texture of the skin. This deeply exfoliates the skin and also helps to stimulate collagen production. This is also very popular among men who are constantly dealing with skin tanning and pigmentations.

#### 7 The minimally invasive thread lift

This is a 30-minute simple procedure that rejuvenates the face by lifting sagging tissues of the face. This is a minimally invasive technique that works by stimulating collagen production in the skin which results in healthier and firmer skin.

#### 8 Surgical facial aesthetics

India has witnessed a rise in facial surgery in recent times. Facial cosmetic surgeries help improve facial appearance. Common procedures in surgical facial aesthetics including rhinoplasty, facelift, neck lift, chin augmentation and buccal fat removal, have gained momentum post-Covid, especially for those who have been seeking these procedures for years, as most people have the luxury to work from home.

#### Different types of advanced facials

All facials will follow a similar form—steam, exfoliate, extract, massage, hydrate, etc... with some added treatments or tools thrown in, depending on your skin's individual needs. For example, an aesthetician performing acne facial might spend more time on extractions, whereas a lymphatic facial would involve more massage work.

## 1 Classic facial

- **Skin analysis:** First analyse skin of the client
- **Cleanse:** To create a clean canvas for all treatments to follow.
- **Exfoliation:** "This can take many different forms, but a gentle exfoliating acid or enzyme peel, ultrasonic exfoliation, microdermabrasion, or bio-brasion are the most common.
- **Steam:** To increase blood flow and make it easier to perform extractions.
- **Massage:** Arguably the best part of the treatment. Techniques and timing may vary, but most aestheticians will perform some sort of facial massage to promote better product absorption, encourage circulation, and sculpt the facial muscles.
- **Manual extractions:** If client facing congested skin, an aesthetician might perform some extractions to clear out the clogged pores.
- **Mask:** Options vary, depending on your skin's needs (hydrating, pore refining, etc.).

## 2 Hydrafacial

A hydrafacial combine's exfoliation and hydration by using a microdermabrasion-like device that simultaneously sucks the entire gunk out of pores and infuses them with nutrient-rich serum "boosters" to rejuvenate the skin. Hydrafacials are non-invasive, and they're gentle enough for most sensitive and acne-prone skin types to handle. This is often best for a patient with very dehydrated, dull, flaking, or otherwise tired, sallow skin that needs a deeper clean and overall replenishing refresh.

## 3 LED facial

It is used for healing scars, promoting collagen production and fighting bacteria. Different colors may provide different benefits, For example: "Red light supports healthy elasticity in the skin, which plumps and firms, helping to reduce the appearance of fine lines and wrinkles, Blue light helps to minimize blemish-causing bacteria, which helps to heal current breakouts and prevent new ones from forming.

## 4 Firming or sculpting facial

Also called a "workout facial," this treatment is meant to sculpt and tighten the skin. Again, many professionals will add a few minutes of facial massage to lift and tone the muscles, but a firming facial will typically involve more time with tools and perhaps devices. "Think about it as an added bonus by going to the gym for your face. It lifts, sculpts, and firms the skin to help prevent sagging, using tools and devices with current and energy as well as by hand." For example, this type of facial might involve a micro-current device or vibration therapy tool

## 5 Lymphatic facial

This unique massage technique stimulates lymph flow and enhances the clearance of accumulated waste in the body, For the skin, conditions like puffiness, acne, dryness, dullness, and even skin sensitivity can be improved and

even resolved by simple lymphatic stimulation, because it helps the body do what it's meant to do: heal."

## 6 Acne facial

Also called a "decongesting facial" or "deep cleaning" facial, this treatment will often include extractions and a high-frequency device to kill acne-causing bacteria on contact. "The former removes clogged pores, and the latter targets active blemishes. Of course, treating acne takes balance; you don't want to simply overwhelm the skin with peels and extractions. "The goal is to remove the excess surface sebum, dead skin cells, and build-up in pores while eliminating bacteria without inducing a sebum response. So the aesthetician might throw some hydration into the mix, like a cooling mask to soothe inflammation.

### Advanced facial steps

Getting a professional facial means that you should follow a certain set of steps to get the most out of the treatment. These steps include exfoliating the skin, cleansing, applying a mask, and completing the process with a final application.

**Skin analysis:** Skin analysis is the first professional facial steps. During the skin analysis, you should examine the skin to determine its condition and the right skincare regimen for the client. This will be based on the skin's texture and color. The skin is the largest organ of the body. This organ affected by several factors, including the environment, diet, hormones, medications, and stress. It is also subject to aging, which can lead to skin problems.

The skin analysis process involves examining the client's face in a magnifying light. This helps to remove shadows and ensure a clear view. The skin then analyzed for any underlying skin problems. During the skin analysis, you should thoroughly cleanse the client's face. This can do with an appropriate cleanser, which can include hydroxy acids to aid in cell turnover. A toner should also apply. This helps to restore the natural pH balance of the skin.

The skin analysis procedure also involves the use of a special lamp. This magnifying lamp is also known as a mag light. The lamp helps the esthetician determine the condition of the client's skin and the appropriate skincare regimen. The skin will then massaged, which helps to increase blood flow and relax the client.

**Cleansing:** Following the professional facial steps of skin analysis, performing a professional facial cleanse is a great way to keep your skin looking its best. A good cleanser will remove dirt, oil, and makeup from your face. It also helps you avoid breakouts by eliminating dead skin cells. A good cleanser will also rid your face of the dirt and debris that build up in your pores. A good exfoliation will also help your facial serums penetrate deeper into your skin.

There are many different types of cleanser based on your skin type. Some are more suitable for dry skin, while others are more suitable for oily skin. If you are unsure of which cleanser is right for you, seek out a professional. A facial cleanse is a must have part of your beauty regimen. It helps to keep your skin healthy and fresh, and helps the rest of your regimen to work better. A good cleanser

should be part of your routine in the morning and evening. The best cleansers are oil based and contain enzymes or hydroxy acids that can help prevent breakouts. You may even want to consider a double cleanse to get the job done.

**Exfoliating the skin:** During a professional facial, exfoliating the skin can help to clear up fine lines and wrinkles. It can also help to remove excess oil and dirt. The skin also becomes smoother and brighter after exfoliating. It can also help to stimulate collagen production. Exfoliating the skin can also help to increase blood circulation. It is important to follow the proper techniques to ensure that the process is gentle and effective. The skin's pH balance should keep in mind. It is also important to use an exfoliate that is appropriate for your skin type.

There are two main types of exfoliations. Physical exfoliation involves manual rubbing of the skin. It can include a scrub, a washcloth, and microfiber cloths. Physical exfoliates can also found in the form of crushed almond shells, pumice, and salt crystals. Chemical exfoliation involves the use of chemical agents to dissolve dead skin cells. It can also help to combat acne scars.

Exfoliating the skin is important to keep the skin clean and to encourage new skin cells. It can also help to remove excess oil, dirt, and makeup. It can also be helpful to reduce the signs of sun damage.

**Extractions:** Often a part of facial, extractions are a way to clean out clogged pores. They remove a variety of impurities, including blackheads and whiteheads. In addition to eliminating clogged pores, they improve the look and feel of the skin. Extractions can perform by hand or mechanically. A professional aesthetician will use a special metal tool or a magnifying lamp to clear clogged pores.

A facial extraction is one of the most effective ways to clean out clogged pores. It can reduce the amount of redness and hyperpigmentation on the skin. It can also improve the absorption of skincare products and can also reduce future breakouts.

Some skin types do not benefit from extractions. People with skin conditions such as eczema and psoriasis may not be suitable candidates. People taking prescription medications may also be unsuitable for extractions.

**Applying a facial mask:** Applying a facial mask is one of the most important professional facial steps to help your skin glow. A facial mask used to help remove impurities, dry skin, and dullness. It's also used to treat breakouts, dehydration, and sun damage.

You can make your own facial mask using oatmeal, yogurt, or honey. Make sure that you follow the instructions from the manufacturer of the mask. This helps you get the most benefits from the ingredients. You can even use essential oils to add ambiance to the experience. Before you can apply a face mask, you'll need to cleanse your face and remove any makeup. This is also the time to apply sunscreen. Make sure you use at least SPF 30.

Afterwards, you'll want to use a moisturizer. Use a lotion that's suitable for your skin type. This can be a gel, cream, or lotion. You'll want to make sure that the lotion applied to your neck as well. You may also want to add essential oils to your steaming water to add extra benefits to your face.

**Final application:** Typically, the final step in a facial treatment is the final hydration mask. While this is certainly a luxury, it is a great way to close out your facial. Before you get to the moisturizers, you'll want to ensure your face hydrated, which can do with tissue or a good ol' fashioned towel. Afterwards, you can get to the fun stuff.

### Knowledge of some important facial products

No matter how much you take care of the inside, the largest organ of the body — your skin — does need some TLC as well. To help maintain its health and appearance, there are four basic categories of over-the-counter skin care products we can use:

- Cleansers
- Moisturizers
- Sunscreens
- "Anti-aging"

### Cleansers

When it comes to using cleansers, there are a few basic rules:

- Cleanse no more than twice a day
- Use warm water and a gentle cleanser
- Avoid abrasive cleansing devices and scrubs

"Rubbing your fingers gently in a circular motion is all you really need to achieve clean skin," "It is important to avoid over-cleansing or cleansing too harshly." Cleansers that are too strong or abrasive can affect the health of the skin and result in dryness, irritation and inflammation, which in turn can result in flares of chronic skin conditions such as eczema and psoriasis. Unless otherwise recommended by your physician, it's also best avoiding harsh antibacterial cleansers. Instead, look for gentle cleansers, particularly those that promote having a pH closer to normal skin.

### Toning

Toning is an essential step in skincare that helps balance the skin's pH levels, tighten pores, and remove any leftover dirt or oil after cleansing. Toners also prepare the skin to absorb moisturizers and serums more effectively. Depending on the ingredients, they can provide hydration, soothing effects, or oil control. For example, hydrating toners with rose water or glycerin help dry skin, while witch hazel or salicylic acid toners benefit oily or acne-prone skin. Using a toner regularly enhances skin texture, refreshes the face, and promotes a healthy, radiant glow.

### Common ingredients in toners and their benefits

- 1 **Rose Water:** Hydrates, soothes irritation, and refreshes the skin.
- 2 **Witch Hazel:** A natural astringent that tightens pores and controls oil.

- 3 **Salicylic Acid:** Helps exfoliate and prevent acne by clearing clogged pores.
- 4 **Glycerin:** Provides deep hydration and maintains skin moisture.
- 5 **Aloe Vera:** Soothes redness, inflammation, and irritation.
- 6 **Green Tea Extract:** Rich in antioxidants to protect the skin from damage.

### Moisturizers

Like cleansers a few basic rules for moisturizing:

- Liberally apply thick creams, ointments or oils, especially after bathing while the skin is still slightly damp
- Use something that you scoop out of a tub or squeeze out of a tube - not from a pump

Most moisturizers don't actually add moisture to the skin, but instead help draw moisture from deeper tissues and help prevent the loss of moisture from the surface, which is why the thicker the moisturizer, the better. When shopping for a moisturizer, Buy that contain the following ingredients:

#### Ingredients that slow down evaporation (also called occlusive):

- Petrolatum
- Beeswax
- Lanolin
- Various oils, such coconut oil
- Dimethicone
- Shea butter
- Cocoa butter

#### Ingredients that that help attract water to the skin (also called humectants)

- Lactic acid
- Urea (ureic acid)
- Glycerin
- Propylene glycol
- Alpha hydroxy acids
- Panthenol

### Sunscreens

Most people are already familiar with the basic rules of sun protection: Wear clothing and wide-brimmed hats that protect the skin, minimize exposure to the midday sun (between 10 a.m and 4 p.m.), wear sunglasses and, of course, wear a sunscreen with an SPF 30 or higher rating.

**Apply it early:** 15-20 minutes before the UV exposure.

**Use enough:** About a nickel-sized dollop for the face alone, about a palm full for face and body.

Re-apply every 2 hours or after getting wet.

It's easy to think that the higher the SPF the better the protection, but really the number is just an estimate of how

much time you can be in the sun before experiencing a burn. Regardless of the SPF, sunscreen wears off after about 2 hours, so it does need to be re-applied.

### Anti-aging products

Most of the skin changes we associate with aging are not necessarily factors of simply getting old, but actually induced and accelerated by UV radiation, so doing whatever you can to minimize this will give you a huge advantage both for skin health and appearance,"

Some ingredients that may have some anti-aging benefit, including:

- **Retinol:** Helps increase cell turnover (or exfoliates the skin), stimulates collagen and elastin, helps fade dark spots
- **Vitamin C:** Can help minimize photo damage (must be stored in an air-tight dark container)
- **Hydroxy acids (alpha-, beta- and poly-):** Gently exfoliate the skin — removing upper layer of dead skin and stimulating the growth of a smoother more evenly pigmented skin layer
- **Coenzyme Q:** Might reduce fine lines and wrinkles and have some UV damage protection
- **Tea extracts (black, white or green):** Have potent anti-oxidant and anti-inflammatory properties
- **Grapeseed extract:** Anti-oxidant and anti-inflammatory
- **Niacinamide (B3):** Anti-oxidant, helps reduce water loss from skin and might improve elasticity

#### Ingredients that help lighten brown spots:

- Hydroquinone
- Kojic acid, from Japanese mushrooms
- Arbutin, from bearberry, mulberry, blueberry, cranberry, wheat, pear
- Azelaic acid, from grains
- Vitamin C

### Treatment steps

The first step in a professional facial treatment would be client consultation. The client consultation is the like a pre-screening for the patient to ensure they are suited to the treatment.

#### During a client consultation, your client will fill out some forms concerning:

- Their personal information, including name and age
- Lifestyle choices such as diet, alcohol and smoking habits, etc.
- Medical conditions such as eczema, psoriasis, and diabetes

Let the client know to be as honest as possible to ensure they receive the most suitable treatment plan. Skin conditions such as eczema might mean they are not a suitable candidate for a facial treatment. Use your client consultation time to understand what your client wants to achieve from the treatment. The most crucial part of

a client consultation is that your client should sign the paperwork stating that they understood the information you delivered.

### Step 1: Pre-Cleanse

Pre-cleanse is very important as it softens and removes the makeup, oils, and sebum on the client's face. Think of the pre-cleanse like the double cleansing method recommended at home.

Pre-cleansing products break down the emollients in the client's makeup easier than a cleanser would. If the client's makeup is not thoroughly removed from the skin, it will be harder for products used later in the facial treatment to be absorbed.

Saturate a cotton pad in a makeup remover before placing them gently on the client's eyes. Let that sit for a few seconds for the cleanser to break down any products or oils on the eyes and lashes. Then press gently on the cotton pads whilst slowly using circular motions to lift the eye makeup. Repeat this on the lips but use a swiping movement to remove any excess products on the client's lips.

Finally, a superficial cleanse is applied all over the client's face. Pour the product onto a cotton pad and gently pass it all over the face, breaking down any excess makeup or oils. Remember to work in light movements to avoid tugging down on the skin. Complete the pre-cleanse regardless of the client's skin type (dry, oily or combination).

### Step 2: Cleanse and Tone

- 1 Cleansing removes all the dirt and impurities from the client's face. When cleansing the face, using the right formula for your client will allow you to clean their skin without taking away its healthy and essential oils.
- 2 Choose a cleanser fit for your client's skin type (dry, oily, or combination skin). Mix the product in wet hands, starting from the client's chest, and work your way upwards on the client's face. Use smooth sweeping motions to apply the cleansing product evenly.
- 3 Once the cleanser is applied over the face, take a little water in your hands, and massage your cleansing product in. Remove the cleanser with a wet, disposable sponge. Begin, again, at the chest and work upwards to the neck and face while avoiding dragging or pulling the skin.
- 4 You can now use your toner, which helps to calm the skin while maintaining its natural pH balance. Apply toner to the skin using cotton pads. Begin at the chest and work upwards to the neck and face using sweeping movements. Remove excess moisture with a tissue.

### Step 3: Skin Analysis

Skin Analysis is an essential part of a professional facial treatment. Through skin analysis, you can determine and understand the client's skin condition (blackheads, acne, ageing, whiteheads, dehydration, sun damage, dehydration) and choose the right products. For the skin analysis, use a magnifying lamp over the face, no closer

than 5cm. Since the lamp is strenuous on the client's eyes, cover their eyes with a damp cotton pad. Begin on one side and work around the face, using the look-feel-touch method. You have to make notes on the skin analysis form. After you finish, remove the cotton pads from the client's face.

### Step 4: Exfoliate

Exfoliating is the process of removing dead skin cells from the skin's surface. There are two types of exfoliates available to a professional Aesthetician or Beauty Therapist, mechanical or chemical exfoliates. Mechanical exfoliates have a gritty texture, whereas chemical exfoliate uses enzymes and acids. Exfoliating is beneficial as it will remove dead cells and other debris from the outer layer of your client's skin. Exfoliating improves the skin renewal process and helps reveal the newer skin underneath.

It also helps stimulate lymphatic drainage and stimulation of oxygen-rich blood. This step of a facial treatment starts with turning on the steamer for it to heat up while positioning it away from the client. If your client has sensitive skin, does not use steam application.

Before applying the product, consider these pointers:

- You can dispense the product into the small bowl
- Warm up the products in your hands before applying them to the skin
- Read and follow the manufacturer's instruction
- Avoid eyelids and mouth

When applying the exfoliate, begin at the chest and work upwards from the neck to the face. Massage with circular movements until slight erythema occurs.

#### To steam:

- Place cotton pads on the eyes
- Position the steamer 25-30 cm away from the face, behind the head or to the side
- Steam for 5-10 minutes
- Remove the steamer away from the client before turning it off

After the above steps, remove the exfoliate by releasing steam to avoid discomfort or burning. Press gently down on the face and forehead and then work downwards from the neck. Use sponges saturated with warm water to wipe off any excess product.

### Step 5: Extraction

During the extraction process, you'll remove acne vulgaris (blackheads and whiteheads) from the client's face. Areas of active acne should be left alone as they can lead to scarring. Start by putting your gloves on and placing cotton pads on their eyes. Position the magnifying lamp over the face, no closer than 5cm. Moisten the pads you'll be using with the astringent and place them around your index fingers. Then, place your fingers around the comedo arid and press down. Lift the skin under the comedo and gently compress it, then move it back and forth slightly. Make sure to wipe it with astringent afterwards.

**Remember:**

- 1 Be gentle
- 2 Wipe sebum onto the gauze pad
- 3 Dispose of the gauze pad and blot with astringent
- 4 Repeat the extraction process again on other required areas

Once you've extracted all comedos, apply the toner to the affected areas. This step in a facial treatment helps to tighten the pores temporarily, which will help to prevent further clogging. Remove excess moisture by patting the client's face with a tissue.

**Step 6: Massage**

A massage can be really relaxing for the client, especially after the extraction process. You'll find that it's your client's favourite part of the facial treatment. For the massage, choose products that are suitable for your client's skin type. Apply the product to both hands and use gliding effleurage movements with a slow rhythm and light pressure.

Then massage the face, neck, upper chest and shoulders using effleurage, petrissage, tapotement (percussion), friction and vibration movements.

**Step 7: Mask**

- You're nearly at the end of your facial routine, and a mask is a great way to finish off and leave the skin refreshed. Opt for a thermal heating mask to ensure the best penetration of the active ingredients to the skin. It will also relax the skin and reduce the redness caused by extraction.
- Choose a mask suitable for the client's skin type. Begin applying to the T-zone with long, sweeping strokes using a fan brush. After that, apply to the collarbone area and move up the neck, then the jawline, chin and cheek area.
- After the mask is applied, place eye pads over the client's eyes and allow the mask to set for approximately 10 minutes. To really elevate your service, while the face mask is setting, you can perform a hand massage on the client.
- To remove the mask, discard eye pads, use a wet sponge and wipe gently across the chest, face and forehead.

**Step 8: Protect**

- 1 After facial treatments, especially extraction, your client's skin will be sensitive and very exposed. In this step, you will protect your client's skin barrier by applying toners, serums, face oils etc. It will also help to tackle the skin issues your client had earlier communicated during the client consultation.
- 2 First, apply eye cream using tapping movements around the eyes. Start at the inner corner and move outwards. After, apply serum, moisturizer and sun protection over the chest area, neck and face. We recommend using SPF 30 or higher.

**Step 9: Completion**

- 1 You can now remove the client's towel and headband and assist them in sitting up safely. It is important to communicate with the client, ask about their experience and give aftercare advice.
- 2 After the client leaves, use proper infection-control procedures to disinfect the workstation.
- 3 Change the couch covers and linens to prepare for the next client.

**Benefits of Facials**

- 1 Rejuvenation and ease from psychological distress
- 2 Removes dirt
- 3 Keeps the stress at bay
- 4 Tones the skin
- 5 De-puffs the eyes
- 6 Offers double dose of hydration
- 7 Exfoliates dead skin cells.
- 8 Reduces pigmentation
- 9 Detoxification of the skin
- 10 Improves the boosting power of your skin'
- 11 Prevent ageing
- 12 Treats acne and acne marks
- 13 Remove Blackheads and whiteheads
- 14 Hydrates and moisturises the skin
- 15 Reduces built-up tension
- 16 Promote blood circulation and remove dirt from the pores.
- 17 Tightening the skin by promoting collagen growth

**Contraindications for Chemical Peels**

- Epilepsy
- Diabetes
- Allergic reactions to a particular product
- Herpes
- Pregnancy and Lactation
- Fever
- Presence of open wounds on the skin

**Contraindications for facial procedures using ultrasound**

- Acute infectious diseases
- Low blood pressure
- Moles and Papillomas, Pigmentation and A pigmentation area
- Contraindications for facial treatment using micro-current
- Epilepsy
- Pregnancy (client or aesthetician)
- Filters: know which filters are standing and in which area (gold threads are contraindicated).

- Metal plates or pins in the application area
- Metal plates or pins in the application area
- Neuralgia, neuritis in history, convulsive syndromes
- Cuts
- Thrombosis
- Phlebitis
- Eye surgery (After the operation, you have to wait for about a month)
- Glaucoma (Glaucoma is a sign of increased eye pressure, which means blood supply to the head. Closed cranial injuries also lead to hypertension.)
- Any craniocerebral injury has consequences within 3-4 years. If there has been a severe concussion, you must wait 3-4 months.

**Pre and post treatment tips**

**Pre-Facial Do's:** Drink lots of water as this will hydrate your skin and prepare it for the facial. Keep with your normal skincare routine so your skin therapist can see how your skin is on the daily.

**Pre-Facial Don'ts:** Don't drink too much alcohol a day or two before as this will dehydrate your skin and thin your blood vessels that may cause an irritation as the facial takes place. Try not to use skincare with retinoids or retinol within a three-day window as these products may cause an irritation with facial products. Don't eat oily foods within a two-day period.

**Post-Facial Do's:** Drink lots of water as that will continue to keep your skin hydrated. Stay out of the sun if possible for the remainder of the day.

**Post- Facial Don'ts:** Try not to touch your face for the remainder of the day and not be tempted to irritate any acne that has been worked on by your therapist. Don't take too hot of a shower or go into a spa/sauna for 72 hours. This will open the pores and may irritate your skin. Try not to wear much makeup if any at all for the rest of the day. Let your skin breathe and enjoy the natural glow!

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## Udwartanam massage and treatment preparation

**Objectives:** At the end of this lesson you shall be able to

- explain the purpose of udwartanam massage
- describe the udwartanam massage steps and treatment preparation
- determine the procedure, benefits, contraindications, pre and post treatment tips.

This massage therapy involves body scrubbing using “Ubtan” which is a traditional Indian paste that is a mixture of different natural herbs with grains. In this massage treatment oil or any kind of liquid is not used in other forms of massage. In this, a paste is prepared using grains, and various herbs; flours, and natural oils are used to prepare it to massage the entire body to get therapeutic advantages. People with Kapha Dosha generally go for this therapy.

### Purpose of udwartanam massage

The word Udwarthanam is a combination of two words (Urdhwa + Varthanam) the word Urdhwa refers to Upward and the other word Varthanam means to move. It has

got its name “Udwartanam” as in this massage stroke performed in an upward movement or in other words elevation. Udwarthanam is a special type of Abhyanga (massage) in which mostly dry herbal powders are used for massaging (in some steps; oils are used).

It is a massage therapy in which massage is done in an upward direction (i.e. from below to upwards). Udwarthanam is significant on its own as it is opposite to the traditional or conventional massage of Abhyanga in which strokes are performed from above to downwards. Udwarthanam Massage is conducted opposite to that of the body hairs which is generally pointing downwards, this movement is called “Pratiloma gati” in Sanskrit

Fig 1



Udwartanam massage

### Treatment preparation

Udwartana is an Ayurvedic massage therapy that is used to eliminate toxins from the body. This therapy is beneficial in relieving skeletal disorders and muscular abnormalities. Besides this, there are many curative goals that are targeted by this therapy. In Udwartana, the special herbal paste is applied to the entire body of the person obtaining the massage. The paste is applied to the body of the recipient, when it dries the massager rubs the paste slowly on the body taking care that the strokes are directed at the heart to remove the lymphatic toxins from the body.

The paste is kept for some time on a body so that it gets penetrated deep inside the skin of the recipient. As soon as the massage with the herbal paste is finished the whole body is smudged with herbal oil over the body for some time. The time span of the massage is for about one hour, and it is done regularly for a few days. Usually, the duration of Udwartana therapy is for one week.

### The procedure & technique of udwartana therapy

Udwarthanam is done using the 7 postures common in Abhyanga, a full body massage with warm oil. The positions help restore the dosha balance and enhance your overall well-being. Here are the postures you will follow in an Udwarthanam massage:

- Position 1: Sit on the massage table with your legs extended.
- Position 2: Lie on your back (supine position).
- Position 3: Lie on one side and turn to the left (left lateral position).
- Position 4: Lie on your stomach, face down (prone position).
- Position 5: Lie on the right side (right lateral position).
- Position 6: Repeat position 2.
- Position 7: Repeat position 1.

Now, we proceed to the actual Udwarthanam massage process.

**Step 1:** In a bowl, place the warm herbal powder. The practitioner uses forceful upward motions to rub the herbal powder all over your body in the opposite direction of your hair growth. If you have sensitive skin, opt for Snigadh Udwarthanam. Add medicinal oils like ghee or sesame to the powder to prevent abrasion.

**Step 2:** Follow the 7 postures when applying the herbal powder to ensure that your entire body is covered evenly. Once completed, let your body rest for about 30 minutes.

**Step 3:** Udwarthanam is a deep tissue massage so expect your practitioner to put pressure on different body parts. This is to help release toxins, break down accumulated fat, improve blood circulation, and unblock energy obstructions in the body.

**Step 4:** After the massage, let your body calm down for another 30 minutes in preparation for Paschat Karma or the post-treatment procedure. You can choose to have full-body steam or a warm water bath.

**Step 5:** A clean cloth wipes the powder or pastes off your body. If you choose a steam bath, a thin layer of oil is applied to your body before proceeding to the steam chamber. Enjoy the therapeutic warm steam for 10 to 15 minutes.

**Step 6:** If you choose a warm bath, you must rest for at least 1 hour before bathing.

**Step 7:** Since the udwarthanam massage is an ayurvedic healing ritual, end the process by drinking herbal tea or taking deep breaths while filling your mind with positive thoughts.

### **Different types of udwartana massage**

Udwartana, an ancient Ayurvedic massage therapy, offers various forms that cater to individual preferences and needs. The two primary types are as follows:

#### **1 Snigadh or sneha (Unctuous or Oily) udwartana**

In this variant, Udvardana is performed using an unctuous or oily herbal paste instead of dry powder. The herbal paste typically contains nourishing oils that deeply moisturize and hydrate the skin during the massage. Snigadh Udvardana provides a luxurious and relaxing experience, leaving the skin soft, supple, and rejuvenated.

#### **2 Ruksha (Dry) udwartana**

Contrasting the oily variant, Ruksha Udvardana employs dry herbal powders during the massage. This type is ideal for those who prefer a lighter and more stimulating experience. The dry powders, with their exfoliating properties, effectively remove impurities and dead skin cells, promoting a healthy and vibrant complexion.

### **Herbs used in udwartana**

Triphala is the powder generally used in this therapy. It is a blend that has excellent nerve stimulating agents such as.

- 1 Triphala
- 2 Deodar (Cedrus deodara)
- 3 Senna (Cassia angustifolia)

4 Horse Gram (Dolichos biflorus)

5 Phyllanthus (Phyllanthus niruri)

6 Mustard (Brassica juncea)

### **Powder massage benefits**

#### **1 Increases skin glow**

It is generally found that people suffering from some nutrition problems also faced skin problems, and their effects appear on the skin. Udvardana can be the best solution for lost skin glow, and ayurvedic powder massage will moreover, help to improve skin glow and complexion. Opposite direction Stokes performed in Udvarthanam will help to soften and exfoliate the skin. It will also remove the dead cells from the skin giving a beautiful and lustrous glow to the skin.

#### **2 Reduce stomachic fat accumulation**

If you have loosened skin on your arms, thighs, or buttocks, or suffering from any abdominal fat accumulation, then Ayurvedic powder massage is very beneficial in this situation. It fixes to minimize subcutaneous fatty tissue and cellulite this way; it also reduces body weight and stimulates other weight loss problems.

#### **3 Rheumatoid arthritis**

In rheumatoid arthritis, AMA is the main element that causes this ailment. Udvardana (powder massage) reduces Kapha and ama of the body, so it can be the best therapy for reducing symptoms and inflammation of the joints. It is necessary that it is performed under the supervision of ayurvedic physicians as in some cases, rubbing the herbal powder with pressure can increase pain, therefore, rubbing should be gentle.

#### **4 It removes toxins**

It is one of the detoxification ayurvedic therapies, which cleanses the body and discharges bad body odor. Performing Udvarthanam can also remove AMA or toxins from the body. So it can be helpful to prevent various diseases, which are caused by the accumulation of toxins.

### **Contra indications of udwartana**

- Aggravated pitta conditions
- Degenerative disorders
- Presence of cuts, wounds, burns, etc.
- Tissue degeneration, emaciation
- Oozing skin diseases
- Pregnant women
- Too old individuals or too small kids.

### **Udvardana precautions**

- Udvardana should always be done under the supervision of a Panchakarma expert.
- People with high blood pressure and skin infections should avoid going for udvardana.

## Pizhichil massage and treatment preparation

**Objectives:** At the end of this lesson you shall be able to

- explain the purpose of pizhichil massage
- identification of pizhichil massage steps and treatment preparation
- determine the procedure, benefits, contradictions, pre and post treatment tips.

Pizhichil is also known as "Thailadhara". In earlier times, this therapy used to be considered as the royal treatment for the body and regarded as the "king of the ayurvedic panchakarma therapies". This therapy helps enhance the blood circulation and helps in letting out the toxins from the body. It is one of the major components of Panchkarma therapy.

The pizhichil friction massage therapy is truly a delight for the mind and body. It consists of soaking a cloth in medicinal oil and letting it drip slowly onto the body, or achieving the same effect with special hoses while applying the massage. Four people are usually required

to do this: two who dip and wring clothes, or who hold hoses, and two who rub, knead, rub, and pat. It is basically designed for people with a Vata constitution, for people with muscular problems, rheumatism, and arthritis; and for people with psychological disorders such as depression, anxiety, etc.

To carry out this massage, about twenty liters of warm herbal Ayurvedic oil whose typology corresponds to the constitution of the patient and some cotton cloths or a pair of hoses are needed. The droni massage table is essential in this therapy so that all excess oil is collected.

Fig 1



Pizhichil massage

### Treatment preparation

- 1 **Patient preparation:** For the specific application of oil in the pizhichil massage, it is convenient for the patient to undress, although if you wish you can cover the areas that give more modesty with a towel. Before each session, an Ayurvedic medical examination will be carried out; the first, to know the constitution of the body and the mind and the following ones, to verify the improvements or verify any detail that may be relevant.
- 2 **Preparation of the room:** Follow the same procedure as in basic Ayurvedic massage. This treatment usually has a long duration of between two and three hours. Many times two or more masseurs will find themselves performing the pizhichil massage routine synchronously on the patient. Thus, the patient will sit on the droni with his legs extended and the masseurs will stand on his sides. Both masseurs work with cloths that they immerse in a bowl of warm oil.

Drain their oil first from the shoulders to the hands. After the jet of oil, the freehand follows, and with this dragging movement the body is massaged. You can also apply the oil with fine hoses that automatically add oil. After repeating the same movement on the upper extremities of the body several times, the patient lies down and receives the same type of massage on the legs, from the thighs to the feet.

The back area can be massaged well with the patient lying on their stomach, or sitting as before. In addition to the sitting, prone and supine positions, the patient is also placed on his side to receive a side massage from a more suitable position. As a lot of oil has been used during the massage, after a break of about fifteen minutes the excesses are removed either with paper or with powders.

Then the patient is invited to a warm bath or shower, taking the maximum precautions so that there are no slips. It is important that after the massage the patient is not exposed to low temperatures or drafts.

**Benefits of pizhichil treatment**

- 1 Helps in detoxification of the body.
- 2 Helps develop muscles & fastly heal fractured bones.
- 3 Also treats Diabetes & Hypertension.
- 4 Helpful in alleviating sexual disorders, nervous disorders, paralysis, arthritis, rheumatic pains, hypertension, and depression.

**Contraindications**

Massage without medicated oil is contraindicated in cases of very aggravated doshas or with very high Ama

or toxicity. It is also contraindicated for people allergic to the components of the specific oil, sick skin, women with periods or pregnant women, people with thrombosis, and after a large meal.

**Precautions**

This massage can cause drowsiness given the degree of relaxation that is achieved. However, after a warm bath or shower, the body wakes up and feels the revitalization and detoxification it has undergone.

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## Kizhi massage and treatment preparation

**Objectives:** At the end of this lesson you shall be able to

- understand the purpose of Kizhi Massage
- identification of Kizhi massage steps and treatment preparation
- understand the procedure, benefits, contradictions, pre and post treatment tips.

Kizhi Ayurveda treatment is a type of massage performed using small satchels containing herbal powders, herbs, rice or sand. Depending upon the type of material used, kizhi is classified as, Podikizhi that uses dry powdered herbs, ElaKizhi that uses raw herbs mainly leaves and

roots, NavaraKizhi that uses special Navara Rice and ManalKizhi that uses sand particles. Kizhi Ayurveda massage provides dry heat for aggravated Vata and vataKapha conditions.

Fig 1



Kizhi massage

### Types of kizhis

There are many types of kizhi that can be used based on the purpose of the procedure. Ensure that you take the guidance of an expert Ayurvedic physician before selecting the specific type of kizhi.

**Podikizhi:** Podikizhi has herbs that are dried and powdered. These are mixed into warm herbal oils and then added into muslin bags. This poultice is applied on the affected areas. Podikizhis are beneficial in case of rheumatic arthritis and in overcoming pain in muscles and joints. It is also effective in the treatment of chronic sports injuries.

**Elakizhi:** Although ela refers to the leaves, this form of kizhi uses both leaves and roots of herbs such as dhatura. Physicians heat these herbs in oils and finally prepare their bundles. The physician determines the ingredients of this kizhi and the preparatory procedure. Physicians heat elakizhi during the application process since it does not retain heat. This kizhi is great at rejuvenating the body and relieves pain in case of joint pain and improves agility in sports. It also helps in relieving the numbness of the hands and legs, as well as other conditions that require relief from pain.

**Navarakizhi:** Navarakizhi is unique since Navara, which is a special form of medicinal rice, is the primary ingredient of this kizhi. This is mixed into a concoction of milk and other medicinal herbs, heated, and tied into a kizhi. This form of kizhi is quite popular and is useful in rejuvenating the body muscles. It provides relief in case of paralysis and other neurological conditions.

### Treatment procedure and benefits

Elakizhi or kizhi massage in Ayurveda is said to be highly rejuvenating. The doctor performing the massage uses leaves fried in herbal oils. These leaves are then tied to a linen cloth forming a pouch. The massage process is carried out with these pouches.

### Speaking of the ingredients involved, here's a brief list:

- Eranda (Ricinus communis)
- Arka (calotropis procera)
- Nirgundi (vitex negundo)
- Rasna (pluchea lanceolata)
- Coconut scrapings
- Lemon
- Curcumin

Apart from these ingredients, the process may also involve medicated oils such as Murivenna oil, karpooradi oil, sahacharadi oil, or dhanwantharam thailam.

The choice of oil may be subject to the particular health concerns that a person is dealing with. To commence the process, the practitioner will apply the suited herbal oil over the entire body. This will be followed by a massage using heated boluses. This can help induce profuse sudation. This can help with the detoxification process. The working concept of this process is to let the body sweat more and more through a series of soft massages over the affected area. Eventually, this sweating may be

able to relieve the person of the toxins that might have accumulated over a long period of time. Also, the leaves used for the process are said to have positive, healing effects on the body, helping it with nourishment and easing down any swellings or inflammatory conditions.

#### **Benefits of Elakizhi massage**

- In all types of joint diseases.
- Rheumatoid arthritis and other types of inflammatory arthritis.
- In paralysis of the body parts.
- Diseases of the spine and lower back etc.

Navara Kizhi is an ayurvedic treatment used to nourish and strengthen the joints, muscles, and soft tissue while providing relief from pain. This treatment begins by massaging warm herbalised oils into the affected area to prepare and soften the tissue ready for the Navara Kizhi application.

The Navara Kizhi is massaged over the affected area or the whole body as required. The poultice is dipped into warm milk and herbal decoctions throughout the treatment. This is a gentle massage and the Kizhis are applied in circular and long strokes on the body. Ayurvedic herbal medicine and dietary restrictions may also be prescribed if necessary.

#### **Benefits of navara kizhi massage**

- All types of nervous degeneration
- Numbness and burning sensation on the body
- General weakness
- Muscle wasting
- Stroke etc.

Naranga Kizhi is a type of bundle massage in which the bags are filled with fried lemon pieces with some other ingredients. This massage is rather strong as the bundles are applied or pounded on the body. These bags are warmed in herbal oil throughout the process. After the massage the patient is allowed to take rest for a few minutes and later a hot water bath is given.

#### **Benefits of naranga kizhi**

- Sciatica
- Spondylitis
- Low back ache
- Acute inflammatory arthritis etc.

Podi Kizhi is a type of bundle massage in which the bags are filled with herbal powders. This massage is rather strong as the bundles are applied or pounded on the body. These bags are warmed in herbal oil throughout the process. After the massage the patient is allowed to take rest for a few minutes and later a hot water bath is given.

#### **Benefits of Podo Kizhi**

- In all types of inflammatory arthritis
- Osteo arthritis
- Degenerative diseases
- Diseases of the spine and vertebral column

#### **Other Benefits of Kizhi as per the disease are**

- Relieves pain, stiffness, muscle spasms, swelling and deep-seated tension.
- Strengthens and rejuvenates joints, muscles and soft tissue.
- Increases flexibility and range of motion.
- Counteracts rigidity of the joints and muscles.
- Promotes circulation.
- Reduces the chance of injury.
- Helps prevent a minor injury from becoming a chronic problem

#### **Contra Indication**

People who have some sort of Pitta imbalance may not be eligible for this treatment. In Ayurveda, Pitta imbalance basically refers to problems with the digestive system and metabolism of the body. Those who are suffering from skin disorders like hives, psoriasis and allergies are also not eligible for Kizhi treatment. As a general precaution, this treatment may not be recommended to people suffering from hypertension, enlarged lymph nodes, fungal infections and fever, flu or cold. It is also not suggested for pregnant women. If there are any other conditions that prevent a person from getting this treatment, it will be determined by the Ayurvedic doctor.

#### **Side Effects**

Being an Ayurvedic treatment that only involves herbal/natural ingredients and massage, there aren't much side effects associated with it. Some patients may experience excess sweating and fever, but it will subside quickly.

#### **Precautions**

Following guidelines are to be maintained after the treatment:

- Recommended to sit for an herbal sauna session for a few minutes after the massage.
- Do not take a bath or soak yourself immediately after the treatment.
- Take rest for some-time after the treatment and don't rush into daily activities immediately.

If the patient does not get relief even after completing the entire course of treatment, then it is recommended to visit a hospital as soon as possible. This is to ensure that they are not suffering from conditions that require immediate surgical treatment.