

Plus: Body Rolling For Fun And Fitness

AMERICAN MASSAGE THERAPY ASSOCIATION

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# Massage Therapy<sup>®</sup>

JOURNAL

Case Example:  
On-Site Corporate Massage

Increase Your Profits  
By 10 Percent



MASSAGE  
& SPAS

AN EXPANDING UNIVERSE  
FOR THERAPISTS

## new products

By Brian Coughlan



### GEMSTONES COME TO THE MESSAGE TABLE

Gemstones, such as blue sapphire and leopard-skin jasper, have been popular as necklaces. But some believe they have healing properties. Now these colorful gems are being offered as an addition to spa therapy, finding a place on the menu in a way similar to, yet different from, stone massage. The most apparent similarity is that the gemstones are warmed before being placed on the body. Naturopathic physician Ada Gonzalez conducts workshops to show spa therapists the latest therapeutic applications of gemstones. The trainings are sponsored by Gemisphere, a company that has been promoting the healing qualities of gemstones in jewelry for 16 years. Massage therapy applications include placing the gems on the client during the course of a massage treatment, using as a pre-treatment or using them as a stand-alone menu item.

*Gemstones, workshops, books and videos on therapeutic applications for spa therapies—prices vary. Gemisphere: 800-727-8877; [www.gemsforspas.com].*

### INVIGORATING AROMATHERAPY IN HERB JAR OR ROLL-ON

The Clear My Head aromatherapy line from AMTA member Brenda Stansfield was a finalist for best natural product at the Spring 2004 EX-TRACTS in New York. Stansfield describes it as a natural alternative to petroleum-based menthol rubs, and recommends it for relief of allergy, cold and flu symptoms. Just a whiff of the powerful blend of essential oils and herbs it is a powerful wake-up. The refreshing and invigorating scent would serve as a good mental alert to people who are dozing off at their desk! The product is available in a liquid roll-on vial and a very attractive herb jar, which make the items suitable for gift-giving.

*Clear My Head: roll-on inhalation vial, \$12; inhalation jar, \$18; wholesale orders available. Clear My Head, Ltd.: 937-293-2222; [www.clearmyhead.com]*

