

exploring *today's* touch therapies

MASSAGE

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Indian Head Massage

Massage Therapists
Reach Out to
Tsunami Victims

The Psoas

Hamstring Strain

Overcome Your
Fear of Anatomy



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Innovations

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Clear My Head™ Herbal Products

These herbal products provide all-natural aromatherapy relief for allergy, cold and flu sufferers, and massage clients who become congested when prone. Featuring a powerful blend of seven pure essential oils and all-natural herbs, Clear My Head's refreshing aroma

helps relieve nasal congestion and gives a mental wake-up call. Developed as a natural alternative to petroleum-based menthol rubs, this combination of pure oils and herbs helps open sinus passages and inhibits airborne pathogens, which can reduce the possibility of secondary infections. Available in an herbal inhalation jar (which can be placed on the floor, beneath the face cradle) or as a roll-on. Sold individually or as a boxed gift set. Wholesale inquiries welcome. Contact Clear My Head Ltd., 3390 Woodman Dr., Upper Level, Dayton, OH 45429. (937) 293-2222; amusesings@aol.com.



Practice Builder CDs

Each of these Practice Builder CDs contains 28 practice-building articles, including: "The 16 marketing basics"; "The 10 requirements for success"; "The most common reason for failure"; and "The 3 most common forms of advertising to avoid." In addition, each CD has items that can be personalized: three gift certificates, three follow-up postcards, and three educational massage handouts. CDs 1-4 contain eight different newsletters that can be personalized for dates including Valentine's Day, Mother's Day and other holidays. (The newsletters are from Staying in Touch, whose newsletters have been used over seven years by 1,500 therapists.) CD 5 contains everything on CDs 1-4 and allows therapists to use the massage-article text in their own handouts, brochures and Web pages. CDs 1-4 are \$120 each. CD 5 is \$399. Contact Massage Marketing, 2251 Willowbrook Dr., Clearwater, FL 33764. (877) 634-1010; www.MassageMarketing.com