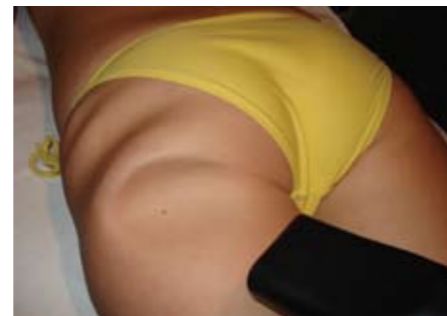


Every now and again a new therapy hits the market - and, frankly, Vitality staff are inadequately qualified to pen much more than an introduction. So that's all we did here, and we gratefully left the hard work to Emmanuelle Picard...



HOT AIR: The future in massage?

When I first came across Hot Air Massage, I was instantly shocked, overwhelmed and utterly surprised with the simplicity yet incredible benefits of this unique massage technique - and I find everyone else's reactions are the same. In fact, I am pretty sure you haven't come across anything like this so far.

Intrigued by the technique, I contacted Mrs Smok, the inventor of Aeroline, air massage, and got hold of one of the machines - but I didn't want to stop there. I wanted the world to see this amazing invention, so I took on the distribution side of it.

Why hot air?

I absolutely fell in love with it from day one. I love everything that is different and special, and this massage technique certainly is.

As a beauty therapist myself, with 11 years of experience in the industry, I presume that massage therapists would accept this method with open arms especially as it will save their energy and hands; during the treatment being performed there is no direct physical contact between a client and a therapist, there is also no product application to the skin. The only thing that is touching the skin is pure air.

I used to work on a Queen Elizabeth II cruise liner as a massage therapist within Steiner Spa and was doing ten or eleven hours of massage a day, so let's say I am familiar with the draining, tiring side of giving a massage. In fact, I had to stop doing massage therapies as I got severe pain in my right shoulder

and couldn't perform any more.

When I saw air massage, my first thought was how it will make a massage therapist's job so much easier!

Roman inspiration

If you are wondering how Mrs Smok (and her very clever husband) got the idea...

In ancient Rome, hot air under pressure was used for a massage and deep relaxation; but in their case the air was not produced by a high tech machine (obviously!) but by servants, and was literally fanned through the holes in the walls. Mrs Smok had read about this and the idea was born; but it took fifteen years of research, trying to make the right strength of air flow, materials and developing the actual technique, before Mr and Mrs Smok came up with the perfect machinery - the Aeroline.

The beauty of this particular machine and technique is creativity. Whilst in regular massage therapies the treatment has to be done in a certain repetitive way in air massage it is a matter of therapist's creativity and performance.

By playing with different pressure, temperature and air flow the therapist can really make every session different and more interesting for a client. It is very dynamic massage which will make you think.

The Aeroline Air Massage machine has already won numerous prestigious awards for innovation and method, including a Gold Medal in Arhimed,

Moscow 2006, and Silver Medal in Pittsburgh, PA, USA, 2006. Our training is also accredited by BABTAC.

In practise

The working principle of hot air massage therapy is based on the massage action of a strong heated air flow, directed by the therapist in certain dynamic movements that will give a great massage effect and a really unique feeling.

Because of the combination of heat and pressure, hot air massage is frequently compared with water jet or hydrotherapy massage - but the benefits of air massage therapy are by far greater than any form of water therapy.

With air therapy the possibility of spreading disease, bacterial infection, fungal skin infection, chlorine allergy, risk of slip and fall injuries are completely removed. There is also no maintenance with hot air therapy, and no need for disinfection. It has also been proven that getting wet has no medical benefit for muscular conditions.

The combination of Hot air and pressure not only releases the tension from the muscles but also helps the mind to relax completely.

A full body air massage therapy is only 25 minutes long, and as the clients are always looking for quick, time saving, efficient treatment it is ideal even as a lunch time treat. It is easy to book two clients in one hour which can generate a great

income, and it is recommended for everyone, even the clients who do not enjoy traditional hands on massage.

No drawbacks

There is no contact between a client and therapist - no hands, no touch, and no product application to the skin, only warm air, which makes this treatment very safe, hygienic, quick and easy.

Contraindications are greatly reduced (pregnancy, clients with high blood pressure, epilepsy and terminal illness are the conditions we do not recommend hot air massage), and as mentioned before there is a great benefit in reducing the fatigue of the therapist as the full body massage is only 25 minutes long and they do not use their hands or energy.

The risk of getting eczema on hands due to high usage of oils is completely removed as well.

During the treatment therapist can regulate the pressure and the temperature and be incredibly creative to provide a perfect therapy for every client.

Hot air massage is very unique in many different ways and by far more beneficial than most other massage therapies we already know.

Clinical benefits

It works as a therapy for both body and mind, as the warm air helps relieve tension and stress. The air pressure is very effective on the skin as well as deeper muscle layers and internal organs, and helps with digestion by relaxing the muscles of abdomen and intestines.

Hot air massage increases blood flow and aids circulation - the heat from the air soothes the muscles and causes the blood vessels to dilate which stimulates the blood flow and gives the boost to circulatory system. This improved circulation results in the removal of the build up of lactic acid which is the root cause of sore muscles.

By increasing circulation it also brings more nutrients and oxygen to the skin, reduces muscle strain and soreness and relieves pressure and tension throughout the body. It also relieves the pain of arthritis and other muscle related injuries and the symptoms of rheumatism and osteoporosis.

It is fantastic for overall fitness; it acts as passive gymnastics and leaves the clients more energetic and invigorated.

Hot air massage therapy is a real treat if a client feels particularly run down or fatigued. It soothes aches and pains and it helps to lower stress level. It is very good for pain in the neck, shoulders and back caused by tension or bad posture, and boosts the body's natural defences - the immune system.

In physical therapy it is used in treating paralytic patients; it helps strengthen weakened muscles and energize deadened nerves as it improves the functioning of the neuromuscular system.

Pure luxury - and cosmetic!

Hot air massage therapy is a unique way to relax the body and mind from the effects of the stress

of daily life. By relaxing both body and mind it eases chronic fatigue and promotes a greater overall sense of well being, and many clients claim that regular treatment has made them feel and look younger and full of vitality.

Hot air massage is also used in body contouring treatments as a very effective therapy for weight loss, cellulite, sluggish metabolism and poor circulation. We can all get a little bit lost in the sea of new anti cellulite treatments and machinery - but I believe most of you will agree that one of the most effective methods still is a good old massage!

As the hot air massage increases lymph drainage and blood circulation it does help to flush out the waste and toxins from the organism. The greatest challenge is to really lose weight which can be very difficult if you have a lazy metabolism or slow digestion. But the combination of heat and pressure is very effective on muscles and internal organs, and it helps with digestion by relaxing the muscles of abdomen and intestines which will speed up the metabolism and aid weight loss.

The hot air massage improves skin's 'orange peel look' by firming and toning the skin and muscle mass. As the hot air massage is very creative and performed according to client's needs and concerns, it is easier to contour stubborn places like hips, stomach, 'love handles', inner thighs, upper arms and knees. Results can be measured in inches and the first great result the client should see (and measure) is after fourth treatment.

Hot air massage can be combined with aromatherapy to increase the benefit of body contouring or any other therapy. I recommend to my clients to apply Afrodita's Cecropia, Cinamon or Guarana anti cellulite cream after shower and wear special Aroma massage stockings in between treatments.

Finally, although during the massage there is no product application as the treatment is done only with hot air, there is a great opportunity to link sale home care products.



BEFORE

AFTER

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