

CMS in the NEWS

Newsletter

November 2007 12th Edition

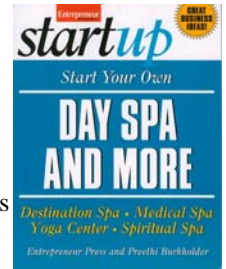


Congratulations
On your new life
together!
Angela (Grady) Jones
1-07 CMS graduate
and
Dan Jones
October 13, 2007

Free Business Seminar at CMS

Many of you may have a dream of starting your own spa. It may be a massage center, day spa, nail salon, tanning center, Yoga classes, Reiki healing center, destination spa, mobile spa, or medical spa. Yes, You can do it.

This is a great time to get into the spa business. The numbers of consumers are growing. The day spa industry by itself is a \$12.4 billion dollar industry. The economical potential in anti-aging treatments is exploding at an unimaginable rate. The spa industry is one of *the* service-oriented businesses to be in right now.



Here are some steps to follow, when starting your own spa:

Finding your niche

First, determine who your target market is. Identifying your spa niche will be a critical component for the success of your business. A spa business does not grow by accident. Rather, growth must be pursued as an actual business objective. Comprehending what your immediate business opportunities, strengths, and weaknesses are, and understanding the demographics of the clientele in your area can affect the way that you present your business to them, and ultimately how you are perceived by this market. As a spa owner you must be able to predict market behavior. This will help you make good business decisions.

Get a Good Footing

The first question to ask is “what kind of spa do you want to open?” The planning phase of opening a spa is critical and time consuming.

Location, Location, Location

Where you will build your spa is another consideration. Location can be an important factor in establishing the profitability of your business. Decide whether you want to build your own spa from scratch or to buy an existing business

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Congratulations
Graduating
Class
Of
October
2007

Should Babies Be Massaged?

We contacted trainer, **Jody Wright**, *Infant Massage USA*, for her input on this important question:

J. Wright: Research shows many benefits for babies that are massaged:

- Massaged premature babies gained 47% more weight, left the hospital sooner, and saved \$3000 in hospitalization costs (1986 dollars).
- Massage by parents helped infants sleep better, cry less and be less stressed. Massage can help infants sleep better at night and be more active during the daytime, possibly by developing the circadian rhythm in the baby.
- Attending a massage class helped depressed mothers improve their interaction with their infants and feel less depressed themselves.
- Fathers who massaged their infants experienced increased self-esteem as parents, and their babies greeted their fathers with more eye contact, smiling, vocalizing and reaching responses.
- Cocaine-exposed newborns had fewer postnatal complications, increased weight gain and better health and fewer stress behaviors after 10 days of massage.

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Free Massage Swap
Drop me a note
regarding your
available dates and
times
I'll then try to arrange
Another FREE
MASSAGE SWAP
NIGHT
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Did You Know?!?

Bananas may help SAD (Seasonal Affective Disorder) sufferers because they contain the natural mood enhancer tryptophan.

Food for Thought

CMS Awarded Full Accreditation and Financial Aid

Accreditation is a means of assisting private career schools and colleges to become stronger and better institutions by setting standards of educational quality. Accreditation supports the efforts of institutions to achieve maximum educational effectiveness for students, employers and the public. It also provides an assurance of quality and establishes eligibility for participation in federal funding programs. ACCSCT (the Accrediting Commission of Career Schools and Colleges of Technology) Accreditation Process is a comprehensive review of all academic and ancillary activities and resources that support an institution's education objective and programs it offers.

Accreditation is a voluntary system of non-governmental, self-regulation of the nation's education institutions. Through the accrediting process the programs at Central Mass School of Massage and Therapy are evaluated and now recognized for delivering quality education. This recognition is extended through national, specialized or regional accrediting agencies who are recognized by the US Department of Education as reliable authorities concerning the quality of educational programs.

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Massage Finds New Cause & Cure for Carpal Tunnel Syndrome

Learn how to treat Carpal Tunnel with Massage Therapy at CMS: Dec 8th and 9th, 2007

Introduction:

My name is Roger & in my experience as a Massage Therapist and Chiropractor, I have met many patients with either a diagnosis of carpal tunnel syndrome (CTS) or the scars from the CTS surgery. In either case, these people had weakness and numbness in their hands. Often, they were unconcerned because this was 'normal' for them and they did not experience pain. I had to explain to them that the longer and more severe the hand weakness, the more likely they were to develop a non-reversible weakness (that can result in disability). This gets their attention!

Carpal Tunnel Syndrome is usually regarded as compression of the (median) nerve at the base of the palm of the hand. Typical surgical treatment cuts the (flexor retinaculum) ligament thereby decreasing pressure on the nerve. The nerve compression can cause muscle wasting and weakness (as well as numbness and tingling). What if inflammation in the carpal tunnel is the culprit & this inflammation does not originate in the hand?

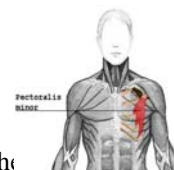
It was my significant experience as a massage therapist and massage instructor that prompted me to look for muscle spasm along the length of the nerves from the neck to the hand. **The main cause of carpal tunnel syndrome (CTS) and other ongoing pain problems is compression of the nerves from MUSCLE SPASM.** This was proven in a recent clinical study of 100 patients. Who is going to treat muscle spasm? Most of the physical therapists and chiropractors I know do not want to work as hard as we do! We are the specialists, and we will resolve the problem!

Using a treatment of 'TRIGGER POINT' release (combined with a variation of trigger point therapy to break up fibrous adhesions), followed by 'CIRCULATORY MASSAGE / MILKING' most patients with hand problems (pain, numbness & weakness), resolved in under 6 treatments!

The New 'Cause':

The initial cause of carpal tunnel is usually muscle spasm at the front of the shoulder, pectoralis minor as shown in the illustration below. This muscle will become 'constantly' tight with work that holds the arm out in front of you (such as being ergonomically incorrect while working at a computer). The blood and lymph vessels to the arm, as well as the nerves to the arm become compressed below pectoralis minor.

Another, less common problem is spasm at the front of the lower neck (anterior scalene and SCM) – also compressing nerves leading to the arm. Of course, I would have to rule out the cause of nerve compression from herniated discs in the neck. Here is where I discovered that a previous diagnosis of disc problems (even proven on MRI) would resolve with the treatment to the front of the shoulder and arm. Why & how? Doctors attribute nerve problems to the disc bulge because they cannot see compression from muscle spasm (peripheral compression or compression outside the spinal column); however, recent studies show people have disc bulges WITHOUT symptoms! No wonder current results are so poor, we are not identifying the origin of the nerve compression.



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**CAN YOU AFFORD
NOT TO CALL?**

New Status for CMS

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So it is with great honor to you and the employer's that hire CMS graduates, you may now proudly say that the school of which I graduated from is now accredited.

We personally thank all graduates, present students and staff for working in unison in the acquisition of this great achievement.

Newsletter Advertising

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Contact CMS

1-800-766-6572

e-mail:

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Student In-Class Clinics

This unique opportunity provides gracious members of the public, like yourself, an option to experience the techniques of our wonderful students, and our students get the unique experience of working with *You!*

These clinics are held in our hands-on classroom, a clinical type setting, with an instructor present at all times.

The In-Class Clinics are held on the following dates for the services listed:

Spa Therapy

- 11/12/2007 Exfoliations
- 12/3/2007 Tanning & Exfoliations
- 1/7/2008 Face Rejuvenation, Tanning & Exfoliations
- 2/4/2008 Moisturizing, Face Rejuvenations, Tanning, Exfoliations
- 3/3/2008 Paraffin, Moisturizing, Face Rejuvenations, Tanning, Exfoliations

Massage Therapy

- 1/24/2008 General relaxation massage (Swedish)
- 2/21/2008 General relaxation massage (Swedish)
- 3/11/2008 General relaxation massage (Swedish)

Infant Massage

...continued from page 1

- Massage Therapy helped preserve the immune systems of HIV-positive children who did not have access to antiretroviral medication.

These and many other studies show infants are healthier, happier and better attached to their parents when they are massaged by their mothers and fathers or caretakers. As mothers, fathers or caretakers massage their baby, the elements that make bonding successful between a parent and their child are recreated, and they begin to recognize the unique cues of their own child.

CEIMs (Certified Educators of Infant Massage) teach parents in classes and in one-on-one consultations to massage their babies. They simply guide the process and sit back and watch as parents and babies form a special relationship.

Central Mass School of Massage and Therapy and Infant Massage USA held this four-day Infant Massage Parent Educator Certification Training for people who want to teach parents to massage their babies: **September 27th through 30th, 2007**. The course, was a great success and it's follow-up practicum and exam, fulfilled 56 CE hours for massage therapists, and 28 CE hours for nurses.

If you are interested in attending a future training, please contact Lora at CMS:

(508) 885-0306 or lora@centralmassschool.com.

Trainer Jody Wright was a founder of the International Association of Infant Massage, located in Sweden. She was trained in 1984 by Vimala McClure, author of Infant Massage A Handbook for Loving Parents. She travels around the world training and certifying Certified Educators of Infant Massage.

Massage for Carpal Tunnel

...Continued from Page 2

Spasm in these locations (the front of the shoulder and neck) can compress both nerves and vessels (blood vessels and lymphatic vessels). Again, usually there is a long-term compression that does *NOT cause pain*. **The pressure on nerves causes grip weakness (and atrophy at the base of the thumb). Also, pressure on vessels decreases circulation & gravity pulls the swelling down to the forearm & hand.** This is the same mechanism in pregnant women where the weight of the womb on the pelvis (compressing the blood & lymph vessels) causes swelling in the ankles.

We now know WHERE the problem originates, but another question rears its ugly head. Why is carpal tunnel a relatively recent problem? Let us look back 'BC' (before computers). This CTS type of problem has increased 8,000% from 23,800 reported cases in 1972 to 2 million in 1995. This commonly accepted information is from the US Bureau of Labor & Statistics (with some following numbers from OSHA and the NIH). **Most health care providers feel it is the actual keyboarding / typing that creates the problem. This is called Repetitive Stress Injury 'RSI' or Cumulative Trauma Disorder 'CTD'.**

Once again we have to move away from common thought. **We feel that the position in front of the computer is STATIC as our work becomes more and more specialized.** We are not lifting much; we are simply holding our arms up and forward, in a constant posture that creates spasm at the shoulder. This makes sense because the spasm occurs at the muscles that hold the arm up (anterior deltoid, pectoralis major and minor, as well as trapezius and SCM). Ergonomic programs help greatly; still, just something as simple and common as stress can combine with static posture to create spasm & foil the best treatment plan!

How big is the problem? OSHA says that RSI cost employers \$20 billion in 1993 and that 2.73 million workers were affected. The indirect cost could be about \$100 billion. Some feel that at one time or another over half of all workers 'keyboarding' will have hand symptoms. Also, half of all workers affected change their job within 30 months.

CTS comprises over 1/3rd of all RSI. But, we feel that the **shoulder problem creates inflammatory problems in the arm and hand** that contribute to other 'supposedly different' problems such as tendonitis and trigger finger. This brings us to the big question of, "How do we determine exactly where the problem begins?"

Written by Dr. Roger Rahn, BS, HB, DC
Chiropractic Professional Corporation

Dr. Rahn and his partner Angela Rahn, MPT have combined their knowledge of Physical Therapy, Massage Therapy and Chiropractic to develop this extremely effective massage treatment known as Non-Surgical Neuro-Vascular Decompression for Carpal Tunnel Syndrome. Dr. Rahn will be teaching this technique at CMS December 8th and 9th, 2007- see the continuing education calendar (page 6) for complete details.

Promising New Technique for Spinal Cord Injuries

During a football game on Sept 9th, 2007 between the Buffalo Bills and the Denver Broncos tight end Kevin Everett sustained a fracture and dislocation of his spinal cord in the neck. Minutes later in the ambulance, Everett got what's being called *modest or moderate hypothermia treatment*.

Professor Barth Green, MD, FACS explained the hypothermia treatment to WebMD as "receiving an ice-cold saline, which is a salt solution, into the veins of his arm. This lowers his whole body temperature". "There is a minimal drop in temperature from 98.6 to 92 degrees Fahrenheit, for example" Green continues "What this does is just like putting an ice pack on a bruised area. It prevents the hemorrhage and swelling that would occur if you didn't put an ice pack on. It's as simple as that. So it prevents the spinal cord from self-destructing after the initial injury."

The goal of the treatment is "to cool the tissue a few degrees to reduce its need for oxygen and to reduce its metabolic rate" and limit secondary damage from chemicals the body releases after the initial injury, said Dr. Elad Levy, a University of Buffalo neurosurgeon who treated Everett.

Doctors removed the injured disk and bone impinging the spinal cord, realigning it and fused the vertebrae above and below the fracture using a titanium plate, screws and 2 rods.

As of Oct 17, 2007, the latest on Everett is encouraging news: he has enough strength to hold himself up briefly in a walker and can use his feet to push a wheelchair. He has a long way to go- he has only recently been able to open and close his hands. With that being said this promising, very much in the news, report may be the beginning of better outcomes for those who suffer spinal cord injuries.

Since the timing is critical for this treatment to be most effective hopefully in the future more ambulances will be able to administer this treatment, therefore leading to more patients walking out of the hospital. There is also research being done in using this treatment for stroke and heart attacks as well. Who knows what the future holds.

Information and excerpts taken from WedMD.com and SignOnSanDiego.com

Business Seminar Continued...

...continued from page 1

How to get start up funding

The most crucial part of starting a spa is having enough cash flow to get through the start-up phase. Here are some ways to get start-up funding:

- Debt Financing
- Your own resources-money from personal savings, family and friends
- Bank loans
- Small Business Administration
- Leasing companies
- Grants

Spa Management

Setting up any type of spa, whether it be day, medical, destination, or spiritual, entails an understanding of the logistics of what it takes to carry out a "pampering" industry. There is a misconception that spa management revolves around hiring and scheduling. Spa management covers three basic topics: building a business, managing a business and doing what the business does.

The main components of spa management are:

- Smart staffing
- Savvy interviewing
- Retaining massage therapists
- Knowing the customer
- Creating a happy office culture
- Hiring a trustworthy bookkeeper
- Using spa consultants
- Having an eye on expansion

Introducing the Mobile Spa

Whether you are a student, someone looking for work, or a spa professional, the mobile spa offers many income opportunities for individuals. A mobile spa is comprised of a network of traveling spa professionals and offers the essentials in day spa treatments-facials, massage, bridal hair and make up, body treatments, manicures, pedicures, Yoga. Here, the spa treatment is delivered to the home.

One of the hottest trends are spa parties, which is a type of mobile spa. A spa party can be thrown in the comfort of a client's home. Each party can be customized according to your customer's theme and interests. Some ideas for spa parties include hiring a DJ, karaoke events, food and wine tasting, Yoga sessions, candles, and soft lighting.

Written by Preethi Burkholder

Preethi Burkholder is the author of the book "Start Your Own Day Spa And More: Destination Spa, Medical Spa, Yoga Center, Spiritual Spa," published by Entrepreneur Press, California, July 2007. It is a complete resource that provides information on the technical aspects of starting a spa, marketing tips, spa music, massage healing, current spa trends, and more.

Attend her seminar at the Central Mass School of Massage & Therapy on January 7th at 6.00pm . This is a free event lasting for an hour. You will learn all that you need to become the owner of your own spa. Books will also be available for sale.



Lee Berrey
Account Executive

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We want to help you prepare for the new Massachusetts licensure requirements, so we are now opening our classrooms to all CMS graduates at no charge. Current CMS Massage Therapists can now audit any class for review and preparation. Be prepared for the Massachusetts state exam and / or for the NCBTMB National Certification Exam.

**Call CMS today- (508) 885-0306-
 for complete details and
 schedules.
 (Space is Limited)**

Official Transcripts

When applying to college, work or taking the National Certification Exam official transcripts are often required. For CMS graduates official transcripts may be requested for a fee of \$10.00 each. To place your request, please contact the CMS office at (508) 885-0306.

Continuing Education

Continuing one's education is an ongoing process; and absolutely essential for all Massage Therapists. Learning new techniques will enhance the quality of care your clients expect and deserve. Take a moment and review the upcoming Continuing Education calendar for **Winter 2007-2008**, offered right here at CMS.

<u>Course</u>	<u>Contact Hours</u>	<u>Dates Times</u>	<u>Cost</u>
Massage Techniques			
Myosync: Level II Advanced Neck & Back (Pre-requisite: Level I)	8	Nov 11 th , 2007: Sunday 9-6pm	\$ 160.00
Massage for Carpal Tunnel Syndrome	16	Dec 8 th and 9 th , 2007: Sat & Sun 9-6pm	\$ 300.00
Your Own Business Seminar with Preethi Burkholder	N/a	Jan 7 th , 2008: Monday 6pm-7pm	\$ 00.00
Reflexology	27	Feb 28 th – Apr 24 th , 2008: Thursdays 9-12 or 1:30-4:30 or 6-9	\$ 486.00
Hot Stone Massage	13	Mar 8 th and 9 th , 2008: Sat & Sun 9-6pm (Sat) 9-1pm (Sun)	\$ 280.00
Spa Techniques		Monday Classes	
Steam Treatments	3	Nov 3 rd , 2007 9-12 or 1:30-4:30 or 6-9	\$ 54.00
Tanning	9	Nov 19 th , 26 th , & Dec 3 rd 2007 9-12 or 1:30-4:30 or 6-9	\$ 162.00
Face Rejuvenation	9	Dec 10 th , 17 th , & Jan 7 th 2008 9-12 or 1:30-4:30 or 6-9	\$ 162.00
Moisturizing	9	Jan 14 th , 28 th , and Feb 4 th , 2008 9-12 or 1:30-4:30 or 6-9	\$ 162.00
Paraffin Applications	9	Feb 11 th , 25 th , and Mar 3 rd , 2008 9-12 or 1:30-4:30 or 6-9	\$ 162.00

And so much more.... Call Today (508) 885-0306 for Complete Details