

# *Ariana Institute*

## **NECK, HAND & FOOT MASSAGE**

Online Continuing Education Class

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*Ariana Vincent is approved as Continuing Education Provider and Massage Therapy Instructor throughout the United States and by  
The Texas Department of Licensure and Regulation, Massage Therapy Division  
The National Certification Board for Therapeutic Massage and Bodywork*

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***“To the quiet mind, the world surrenders.” – Huston Smith***

# NECK, HAND AND FOOT MASSAGE

## CONTINUING EDUCATION CLASS

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## History of Hand and Foot Massage

The history of hand and foot massage parallels that of evolution of the profession of massage therapy. Listed below are excerpts from the American Academy of Manual Medicine's research findings on the history of massage.

15,000 B.C.E. – European cave paintings depict what appears to be the use of therapeutic touch.

3000 B.C.E. – Chinese records reveal practice of massage.

1800 B.C.E. – Knowledge of massage gradually becomes an integral part of the Hindu tradition as exemplified by the sacred Ayurvedic texts.

Between 700 and 600 B.C.E. – The concept of health and medicine in the West began to take shape.

500 B.C.E. – The various ideas of healing and treatment in Greece merged into a *techne iatricha* (healing science).

100 B.C.E. – Various ideas and beliefs regarding medical thought were compiled under the name of the mythical Yellow Emperor and have become the classic scripture of traditional Chinese medicine, the *Huang-ti-nei-ching*.

642 C.E. – Following the fall of Alexandria, knowledge of Greek medicine spread throughout the Arabic world.

980-1037 C.E. – Life of Avicenna, a Persian physician who authored numerous medical books, including his *Canon of Medicine*, that remained standard until the 17<sup>th</sup> century.

1510-1590 – Life of Ambroise Paré, a French military surgeon, who was among the earliest modern physicians to discuss the therapeutic effects of massage, especially in orthopedic surgery cases.

1514-1564 – Foundations of modern human anatomy in the West are established by Flemish physician Andreas Vesalius.

1776-1839 – Life of Pehr Henrik Ling, a Swedish physiologist, fencing major and gymnastics instructor. Ling's system soon became known in a great part of the world. Today, we refer to most "standard" massage as Swedish massage.

1825-1861 – Life of Henry Gray, who wrote the first English edition of *Gray's Anatomy* in 1858. He was a physician at St. George's Hospital in London. St. George's has numerous historical contributions, especially in the field of orthopedics and as to the use of medical massage.

1839-1909 – Life of Johann Mezger, a Dutch physician who was a key individual in the history of massage. Mezger is generally given credit for making massage a fundamental component of physical rehabilitation.

1843-1913 – Life of Just Lucas-Championniere, who advocated the use of massage and passive motion exercises after injuries, especially fractures.

1852-1943 – Life of John Harvey Kellogg, who wrote numerous books on massage, and published *Good Health*, a magazine that targeted the general public.<sup>1</sup>

## **Benefits of Hand and Foot Massage**

### Physical Benefits

- Relaxes the recipient
- Loosens tight muscles
- Calms the nervous system
- Diminishes tension headaches
- Stimulates circulation
- Assists in reducing nerve entrapment and congestion
- Improves muscle tone
- Revitalizes the hands and feet

### Mental Benefits

- Reduces mental stress
- Enhances capacity for calm thinking
- Assists in mental relaxation
- Relieves heaviness and fatigue

*I've learned that every day you should reach out and touch someone. People love a warm hug, or just a friendly pat on the back. – Maya Angelou*

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<sup>1</sup> American Academy of Manual Medicine. *Historical Timeline Of Manual Medicine*. As developed by the authors and direct quotes from: *Massage Therapy Principles & Practice* by Susan G. Salvo; *Healing Massage Techniques – Holistic, Classic, and Emerging Methods* by Frances M. Tappan; and *Principles of Manual Medicine* by Philip E. Greenman. Accessed 12-16-13.  
[www.webmanmed.com/historical.html](http://www.webmanmed.com/historical.html)

## Emotional Benefits

- Increases awareness of the mind-body connection
- Calms mental activity
- Creates a feeling of well-being
- Reduces levels of anxiety
- Satisfies the need for caring and nurturing touch
- Increases a feeling of fluidity for the client
- Assists the client in feeling more balanced and at ease in his or her own body



2

*Our own physical body possesses a wisdom, which we who inhabit the body lack. We give it orders, which make no sense. – Henry Miller*

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<sup>2</sup> Painting Credit: ©Maxine Price, Artist. "Canyon Journey." Accessed September 18, 2014. [www.maxineprice.com](http://www.maxineprice.com). Used with permission of Maxine Price.

## Indications and Contraindications For Hand and Foot Massage

### Indications

- Stress, anxiety and tension
- Poor circulation
- Muscular aches
- Sprains
- Strains
- Headaches
- Atrophied muscles
- Insomnia
- Fibrous adhesions
- Injuries

### Contraindications

- Local or systemic infections
- Some unmedicated cardiac conditions
- Infectious skin diseases
- Severe sunburn
- High fever
- Broken bones
- Blood clots
- Lymphedema
- Anything for which a traditional Swedish massage would be contraindicated

*Body: A thing of shred and patches, borrowed unequally from good and bad ancestors and a misfit from the start. – Ralph Waldo Emerson*

## **Methods of Assisting a Client Suffering from Discomfort or Tension In the Hands and Feet**

- Hands - In order to relieve pain or discomfort in the hands, consider other areas of the body that may be involved in the pain process, including, but not limited to
  - the upper and lower arms
  - the elbow
  - the rhomboids
  - the pectorals
  - the entire shoulder girdle
  - the trapezius.
- Feet - In order to relieve pain or discomfort in the feet, consider other areas of the body that may be involved in the pain process, including, but not limited to
  - the ankles
  - the gastrocs
  - the knees
  - the hips
  - the legs
  - the low back.
- Know your scope of practice and make referrals when appropriate.
- Ask the client for immediate feedback during the session.
- In addition to myofascial massage, offer active and passive stretching.
- Use hot and/or cold packs or hot and/or cold stones.
- Use an analgesic cream or oil.
- Use aromatherapy as indicated.
- Encourage the client to schedule regular bodywork sessions.
- Ask the client to be aware of any lifestyle patterns, including trauma and stress, that may be exacerbating neck, hand or foot pain or discomfort between massage therapy sessions.

*Carefully observe your activities of thinking, breathing, movement, diet, sex, and sleep, for these are the six fundamentals of health. Within this realm lies success or failure in your physical health and emotional happiness. – Shizuko Yamamota*

## **Prelude to a Hand and Foot Massage**

- Center yourself. Centering yourself is the most important part of creating a peaceful energy where your clients can relax and feel at ease. Centering brings awareness and mindfulness to the session. When you are centered, you can dwell totally in the present moment with your client, releasing all thoughts and concerns about the past and releasing projections into the future.
- Establish resonance with your client through eye contact, a warm greeting and a brief discussion about his or her goals for the session.
- Assess each client individually by visually, by palpation, and by questioning the client to determine the major areas where tension is held.
- Set your intention for the massage therapy session. Every stroke should have a specific purpose behind it. Even the lightest relaxation-based work must be performed with a specific goal for each stroke. Intentions that a massage therapist could set for a session might include: (1) the alleviation of pain, (2) bringing about better posture, (3) enhancing flexibility, (4) increasing more fluid movement and (5) whatever your client indicates is a focus for the session. A stroke performed without intention can be an empty gesture.
- Be aware of your body mechanics. Stand comfortably and/or sit in an adjustable chair or on a balance ball. Let your energy come from the core rather than from muscular effort. Make sure the massage table and your chair are at the proper height so your arms, neck and back will be comfortable throughout the session. Monitor your breathing and your body posture.
- Verify that the client has completed and signed the intake/release form.
- Review the intake form and check with the client verbally for contraindications.
- Ask the client to lie on the table in a prone (face down) position.
- While the client is getting comfortable on the table, excuse yourself from the room and wash your hands.

*A man too busy to take care of his health is like a mechanic too busy to take care of his tools. – Spanish Proverb*

# Hand and Foot Massage Protocol

## Hand Massage Protocol

*The Ariana Institute's high definition instructional video on the preparation and administration of hand massage can be found online in the [Ariana Institute's Neck, Hand and Foot Massage Instructional Video](http://www.youtube.com/watch?v=1MlfVj-IBsg&list=UUQJAzqsr-bLVHeuBEmrR-cQ) at [www.youtube.com/watch?v=1MlfVj-IBsg&list=UUQJAzqsr-bLVHeuBEmrR-cQ](http://www.youtube.com/watch?v=1MlfVj-IBsg&list=UUQJAzqsr-bLVHeuBEmrR-cQ)*

- Assessment – assess the person by noticing the skin, the musculature and the structure of his or her hands and by talking to the client about what he or she does professionally and personally that may involve the hands
- Ask the client to comfortably recline on the massage table in a supine position.
- If you have not already done so, begin the session by connecting with the client, standing at his or her head, and taking a few deep, centering breaths, encouraging your client to take some deep breaths also.
- Move to the side of the table to one of the client's hands.
- Apply a small amount of massage lotion and aromatherapy to the client's hands and arms. There are special creams you can use for hand massage.
- Massage hands and lower arms using effleurage and petrissage (*See Figure 1b*).
- Massage the fingers, one finger at a time. Take each finger individually and place it between your thumb and forefinger. Gently manipulate it, then give it a slight tug or squeeze at the end (*See Figure 2b*). You can also offer joint mobilization techniques, clockwise and counterclockwise.
- Massage the palm by interlacing your fingers with your client's fingers and massaging the palm with your thumbs.
- Massage the front of the forearm with effleurage strokes and then with your thumbs in a crisscross pattern, beginning at the wrist and working your way up to the elbow. Strip the forearm with three fingers together from the wrist to the elbow and then form a "C" with your hand and move your hand up the arm from the elbow to the deltoid to return the venous blood to the heart and to allow the fresh oxygenated blood to return to the extremity.

- Place the client's arm upright at the elbow, supported by the table, interlace your fingers with your client's fingers and massage the palm of the hand with your thumbs. Press the Reflexology point between the client's thumb and index finger with your thumb and index finger (See *Figure 3b*).
- Then massage the back of the forearm by forming a "C" with your hand and moving your hand down the arm from the wrist to the elbow (See *Figure 4b*).
- Flex the hand at the wrist, forward and backward and side-to-side, then rotate the wrist one direction and then the other.



*Figure 1b.*<sup>3</sup>

*Mindfulness is simply being aware of what is happening right now without wishing it were different; enjoying the pleasant without holding on when it changes (which it will); being with the unpleasant without fearing it will always be this way (which it won't). – James Baraz*

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<sup>3</sup> Photo credit: Photo courtesy of Ryan Hoyme, "Hoyme Consulting, All of Your Visual Kneads - Stock Massage Photos." Accessed September 1, 2014. [www.ryanhoyme.com](http://www.ryanhoyme.com). Used with permission of Ryan Hoyme.



Figure 2b.<sup>4</sup>



Figure 3b.<sup>5</sup>

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<sup>4</sup> Photo credit: Photo courtesy of Ryan Hoyme, "Hoyme Consulting, All of Your Visual Kneads - Stock Massage Photos." Accessed September 1, 2014. [www.ryanhoyme.com](http://www.ryanhoyme.com). Used with permission of Ryan Hoyme.

<sup>5</sup> Photo Credit: Photograph by ©Zaara Raza, photographer. Accessed September 8, 2014. Used with permission of Zaara Raza.

- Place the arm and hand back on the table.
- Stretch the client's arm, which is flat on the table, distally and proximally, beginning the stretch with both hands at the elbow and ending the stretch with one hand on the deltoid and the other hand on the client's hand (See *Figures 5b, 6b and 7b*). Release contact.
- Repeat on the opposite arm.



*Figure 4b.*<sup>6</sup>



*Figure 5b.*<sup>7</sup>

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<sup>6</sup> Photo credit: Photo courtesy of Ryan Hoyme, "Hoyme Consulting, All of Your Visual Kneads - Stock Massage Photos." Accessed September 1, 2014. [www.ryanhoyme.com](http://www.ryanhoyme.com). Used with permission of Ryan Hoyme.



Figure 6b.<sup>8</sup>



Figure 7b.<sup>9</sup>

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<sup>7</sup> Photo credit: Photo courtesy of Ryan Hoyme, "Hoyme Consulting, All of Your Visual Kneads - Stock Massage Photos." Accessed September 1, 2014. [www.ryanhoyme.com](http://www.ryanhoyme.com). Used with permission of Ryan Hoyme.

<sup>8</sup> Photo credit: Photo courtesy of Ryan Hoyme, "Hoyme Consulting, All of Your Visual Kneads - Stock Massage Photos." Accessed September 1, 2014. [www.ryanhoyme.com](http://www.ryanhoyme.com). Used with permission of Ryan Hoyme.

## Foot Massage Protocol

*The Ariana Institute's high definition instructional video on the preparation and administration of foot massage can be found online in the [Ariana Institute's Neck, Hand and Foot Massage Instructional Video](http://www.youtube.com/watch?v=1MlfVj-IBsg&list=UUQJAzqsr-bLVHeuBEmrR-cQ) at [www.youtube.com/watch?v=1MlfVj-IBsg&list=UUQJAzqsr-bLVHeuBEmrR-cQ](http://www.youtube.com/watch?v=1MlfVj-IBsg&list=UUQJAzqsr-bLVHeuBEmrR-cQ)*

- Center yourself.
- Have the client complete and sign a client intake/release form and review this verbally with the client prior to the session (See *Figure 8b*). Check for contraindications (skin disorders, foot fungus, broken bones, recent tattoos, open wounds, injuries).



*Figure 8b.*<sup>10</sup>

- Assess each client individually – visually, by palpation, and by questioning the client to determine the major areas where tension is held.
- Do not use your thumbs for any deep work – use your knuckles, your fist, and/or your elbow.
- For a relaxing foot massage and for deep tissue work, remember to use firm, slow strokes rather than light, quick ones if you want the foot massage to be relaxing.

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<sup>9</sup> Photo credit: Photo courtesy of Ryan Hoyme, "Hoyme Consulting, All of Your Visual Kneads - Stock Massage Photos." Accessed September 1, 2014. [www.ryanhoyme.com](http://www.ryanhoyme.com). Used with permission of Ryan Hoyme.

<sup>10</sup> Photo Credit: Photo courtesy of ©Ryan Hoyme. "Hoyme Consulting, All of Your Visual Kneads – Stock Massage Photos." Accessed September 1, 2014. [www.ryanhoyme.com](http://www.ryanhoyme.com). Used with permission of Ryan Hoyme.

Work slowly and let, not make, relaxation happen. For an invigorating foot massage, use rapid, brisk strokes.

- Set your intention for the session.
- Focus on working with the tissue in the layers of the body to relax, lengthen and release holding patterns in the most effective, energy efficient way possible. Use oblique pressure. Never push directly toward the bone.
- If there is not already a bolster under the client's knees, place a bolster under his or her knees.
- Be aware of your ergonomics. Sit in an adjustable chair or on a balance ball. Let your energy come from the core rather than from muscular effort. Make sure the massage table and your chair are at the proper height, so your arms, neck and back will be comfortable throughout the session. Monitor your breathing and your body posture. If your body is tense, this tension will be conveyed to the client.
- Cleanse your client's feet with a warm moist towel and disinfectant soap, with antiseptic disinfectant gel or with a disinfectant spray.
- Place your hands gently around your client's feet for a few seconds. Simply leave them there and allow the warmth from your hands to connect with their feet (See *Figure 9b*).
- Place a small amount of lotion in your hands and rub your hands together.
- Make a loose fist with one of your hands. Press your knuckles into the sole of the left foot repeatedly, moving your wrist, work your way from the heel to the toes and back down again (See *Figures 10b and 11b*).
- Take your client's left foot into your hands and begin by slowly rubbing the sole of your client's foot with your thumbs (See *Figure 12b*). As you feel the tissues, sense the subtle responses in your client's feet. Use your touch as an assessment tool. Do this throughout the session.
- Work your thumbs in a horizontal crisscross motion all the way from the heel to the base of the toes (See *Figure 13b*). Work your thumbs in a vertical thumb-over-thumb petrissage motion all the way from the heel to the base of the toes (See *Figure 14b*).
- Massage the toes from the base of the toes upward. Take each toe individually and place it between your thumb and forefinger. Gently manipulate it in an upward motion (See *Figure 15b*).
- Massage the sole of the foot, the front of the foot, the ankle, and the lower leg using your thumbs, your knuckles, and your fist.



Figure 9b.<sup>11</sup>



Figure 10b.<sup>12</sup>



Figure 11b.<sup>13</sup>

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<sup>11</sup> Photo Credit: Photo courtesy of ©Ryan Hoyme. "Hoyme Consulting, All of Your Visual Kneads – Stock Massage Photos." Accessed September 1, 2014. [www.ryanhoyme.com](http://www.ryanhoyme.com). Used with permission of Ryan Hoyme.

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Figure 12b.<sup>14</sup>



Figure 13b.<sup>15</sup>

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Figure 14b.<sup>16</sup>



Figure 15b.<sup>17</sup>

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- Repeat all of the above on the client's other foot.
- After both feet have been massaged, use friction on the outer edges of the feet with the palms of your hands in order to stimulate circulation.
- Perform joint rotation, inversion and eversion, flexion (See *Figure 16b*) and extension (See *Figure 17b*).
- Gently stretch the lower legs by holding the right foot with your hand under one heel and your other hand on top of the foot and tractioning toward you, using your body weight to traction the right leg and left leg (See *Figure 18b*).
- Mist the feet.
- End the session by placing your hands gently on your client's feet, with your thumbs in the middle of the foot, just underneath the pad of the foot. Hold for a few moments and take a deep, abdominal breath.
- Briskly rub the feet with a dry towel and wipe the excess lotion off of the feet.
- Sanitize your hands, let your client know the session is complete, and excuse yourself from the room.
- When you return to the room, to complete the session, suggest to your client that he or she do some stretching, joint rotations, and self-massage on their own. You could provide a handout showing your client some stretches, joint rotations and self-massage that he or she could do between sessions.



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*The teacher who is indeed wise does not bid you to enter the house of his wisdom but rather leads you to the threshold of your mind. – Khalil Gibran*

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<sup>18</sup> Photography by ©Ariana Vincent/ Ariana Images. Accessed September 18, 2014. [www.arianaimages.com](http://www.arianaimages.com).



Figure 16b.<sup>19</sup>



Figure 17b.<sup>20</sup>

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<sup>19</sup> Photo Credit: Photo courtesy of ©Ryan Hoyme. "Hoyme Consulting, All of Your Visual Kneads – Stock Massage Photos." Accessed September 1, 2014. [www.ryanhoyme.com](http://www.ryanhoyme.com). Used with permission of Ryan Hoyme.

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Figure 18b.<sup>21</sup>



22

*The human body, at peace with itself, is more precious than the rarest gem. Cherish your body, it is yours this one time only. The human form is won with great difficulty, it is easy to lose. All worldly things are brief, like lightening in the sky; this Life you must know as the tiny splash of a raindrop; a thing of beauty that disappears even as it comes into being. Therefore set your goal, make use of everyday and night to achieve it. – Tsongkhapa.*

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<sup>21</sup> Photo Credit: Photography by ©Zaara Raza, photographer. Accessed September 8, 2014. Used with permission of Zaara Raza.

<sup>22</sup> Photography by ©Ariana Vincent/ Ariana Images. Accessed September 18, 2014. [www.arianaimages.com](http://www.arianaimages.com).

## **Hand and Foot Massage**

By Ariana Vincent

My hands and feet love to be massaged. One of my favorite childhood memories is of my mother massaging my hands and feet when I was very young. To this day, I still have a deep appreciation for the nurturing and relaxing energy I feel when my hands and feet are massaged. Without a doubt, when I am receiving hand and foot massages I experience a feeling of euphoria.

It is amazing to think of how many ways I use my hands during the course of a day. My hands serve me well throughout my life as I work on computers, drive a vehicle, use my phone, offer massages and embrace my loved ones.

As I recall superlative massage sessions I've had over the years, the memories of having my hands massaged stands out as a peak experience during the massage sessions. I especially love having my palms opened up from their typical pattern of moving inward. Massaging my palms counteracts the everyday grasping movements of my hands as they spend hours on the keyboard or in the massage treatment room.

It's equally as awesome to receive foot massage. My feet seldom connect with the earth or even the floor because they are frequently confined in shoes. Even if the weather is warm and it's flip-flop season, tension builds in my feet from gripping the toes inward to keep the flip-flops on. As attractive as they are, high heels also have a deleterious effect on my feet because the center of gravity is thrown off balance and the foot is arched in an unnatural position, resulting in increased pressure on the ball of the foot. I think about how seldom my feet get touched and how wonderful it is to receive a superlative foot massage. I love it when my toes are arched back and my plantar fascia is massaged with long sweeping effleurage strokes up and down the length of my foot. It's heavenly.

One of the many things I appreciate about being a massage therapist is that I can share experiences that I find healing, nurturing and relaxing. I love offering hand and foot massages. It's delightful to be able to include hand and foot massage within the framework of a full-body massage therapy session or as an independent treatment. It's wonderful to be able to offer hand and foot massage to clients of all ages. I am grateful to be able to offer hand and foot massages to hospice clients and wheelchair bound clients who may otherwise receive very little nurturing touch. When my mother was going through her dying process, I would massage her hands and feet when she was in her hospital bed. Being able to offer palliative care hand and foot massage to my mother as she going through her dying process created sweet and precious memories in an otherwise dark time that I will carry in my heart forever.

## Relieving Neck Discomfort

In order to relieve neck pain, consider other areas of the body that may be involved in the pain process, including, but not limited to

- the pectorals
- the face and jaw
- the entire shoulder girdle, including the teres major and minor
- the hips
- the scapula
- the areas in front of and behind the ears
- the suboccipital ridge
- the trapezius
- the low back.

### Neck Massage Protocol – Prone

*The Ariana Institute's high definition instructional video on the preparation and administration of neck massage can be found in the Ariana Institute's Neck, Hand and Foot Massage video at [www.youtube.com/watch?v=1MlfVj-IBsg&list=UUQJAzqsr-bLVHeuBEmrR-cQ](http://www.youtube.com/watch?v=1MlfVj-IBsg&list=UUQJAzqsr-bLVHeuBEmrR-cQ).*

*The Ariana Institute's high definition instructional video for the preparation and application of neck massage can be found online in the Ariana Institute's Back, Neck and Shoulder Massage video at [www.youtube.com/watch?v=a1Xsx9J6Hkc](http://www.youtube.com/watch?v=a1Xsx9J6Hkc).*

- Position yourself at your client's head, with the client lying prone (face-down).
- Place your hands on your client's head or shoulders and center yourself to begin the session with focused attention.
- If you offer energy work, such as Reiki, begin that now.
- Lightly lubricate the neck and upper shoulders.
- Compress and release the top of the traps.
- Massage the neck and shoulders, paying particular attention to the suboccipital muscles (*See figure 4d*), the levator scapula (*See Figure 5d*), the rhomboids, and the trapezius. Check in with your client during the session to verify that the pressure is appropriate.
- While the client continues to lie in a prone position, move to the side of the table and sit in a chair alongside the client.



Figure 4d.<sup>23</sup>



Figure 5d.<sup>24</sup>

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<sup>23</sup> Photo Credit: Photo courtesy of ©Ryan Hoyme. "Hoyme Consulting, All of Your Visual Kneads – Stock Massage Photos." Accessed September 1, 2014. [www.ryanhoyme.com](http://www.ryanhoyme.com). Used with permission of Ryan Hoyme.

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- Squeeze the back of the client's neck with your thumb on one side of the neck and your index fingers, like a mother cat picking up her kittens. Traction the fascia from the lateral trapezius medially as far as the spinous process. Repeat from the base of the cervical vertebrae up to the occipital ridge (*See Figure 6d for a delineation of the neck vertebra*).
- Massage the back of the neck with your thumb, using a cross fiber friction inferiorly to superiorly at angle into the lamina groove in the back of the neck. Do this on each side of the neck.
- Place two thumbs next to one another or in a supported thumb (thumb over thumb) position just under the base of the occipital ridge and apply pressure in an upward motion along the suboccipital ridge.
- Once again squeeze the back of the client's neck with your thumb on one side of the neck and your index fingers on the other side of the neck.
- Check in with the client verbally to see how he or she is responding to treatment.
- Ask the client to turn over to a supine (face-up) position.

### Neck Massage Protocol – Supine

- Lightly lubricate the upper body, starting with your hands on the client's upper chest and pectorales muscles, then move medially to laterally over the deltoids and up the back of the neck to the suboccipital ridge.
- Massage the suboccipital ridge with your fingertips with rotating finger petrissage (*See Figures 7d and 8d*).
- Massage the front of the neck with upward strokes, paying particular attention to the platysma muscle (*See Figure 9d*) and working gently over the hyoid bone.
- Cradle your client's head with your hands and slowly turn your client's head slightly toward the right, moving your hand from underneath the head to on top of the head. Check with your client to make sure this extension of the neck feels comfortable.

*Sometimes the most urgent and vital thing you can possibly do is take a complete rest.*  
 – Ashleigh Brilliant



Figure 6d.<sup>25</sup>

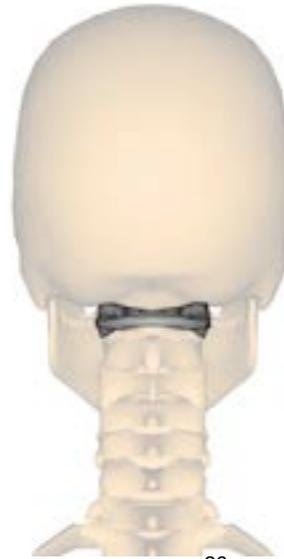


Figure 7d.<sup>26</sup>



Figure 8d.<sup>27</sup>

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Figure 9d.<sup>28</sup>

- Stretch the client's neck so the chin moves toward the shoulder (See Figure 10d) and then massage the side of the neck with your fingers and with your fists bilaterally, paying special attention to the areas behind the sternocleidomastoid muscle (See Figures 11d and 12d), the top of the trapezius and underneath the suboccipital ridge.
- Massage the right side of the neck.
- Cradle your client's head with your hands and slowly turn your client's head slightly toward the left, moving your hand from underneath the head to on top of the head. Check with your client to make sure this extension of the neck feels comfortable.
- Stretch the client's neck so the chin moves toward the shoulder and then massage the side of the neck with your fingers and with your fists bilaterally, paying special attention to the areas behind the sternocleidomastoid muscle, the top of the trapezius and underneath the suboccipital ridge.

*One of the most tragic things I know about human nature is that all of us tend to put off living. We are all dreaming of some magical rose garden over the horizon-instead of enjoying the roses blooming outside our windows today.*

– Dale Carnegie

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- Massage the left side of the neck.
- Turn your client's head back to the center with both hands supporting the head under the neck, and traction gently with your fingertips moving toward you in order to elongate and lengthen the neck muscles (See *Figure 13d*).
- Massage the occipital ridge with rotating finger petrissage movements (See *Figure 14d*).
- Hold and release the sternocleidomastoid muscle on each side of the neck.
- Place your forearms under the client's head, crossed right over left, and raise the head utilizing the "butterfly."
- Gently release the head to the table and traction toward you with your fingers under the occipital ridge.
- Remove your fingers from the occipital ridge and gently hold your hands on the client's head or shoulders to complete the session.

(See *Figures 15d and 16d* for examples of the neck muscles identified in the above protocol.)

*Just as your car runs more smoothly and requires less energy to go faster and farther when the wheels are in perfect alignment, you perform better when your thoughts, feelings, emotions, goals, and values are in balance. – Brian Tracy*



*Figure 10d.*<sup>29</sup>

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Figure 11d.<sup>30</sup>

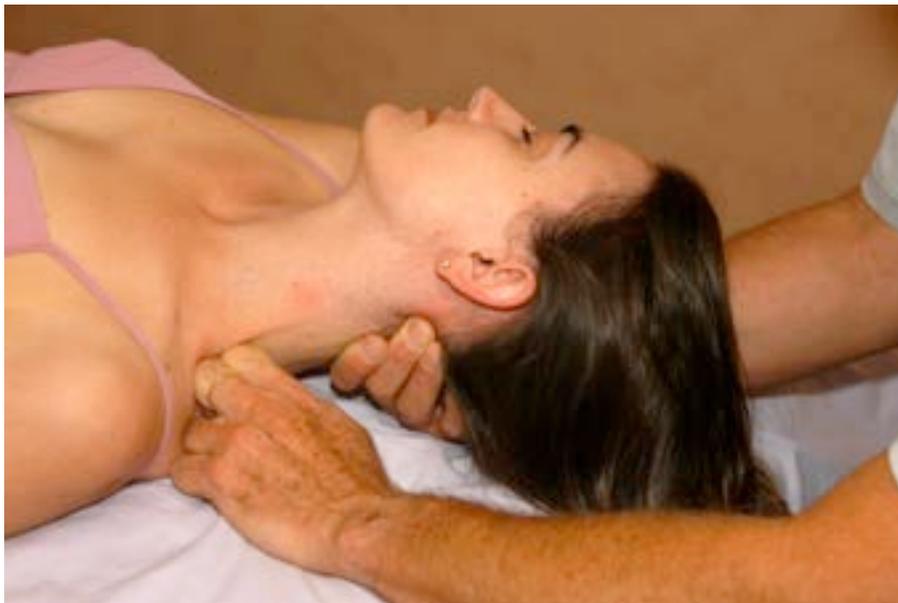


Figure 12d.<sup>31</sup>

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Figure 13d.<sup>32</sup>



Figure 14d.<sup>33</sup>

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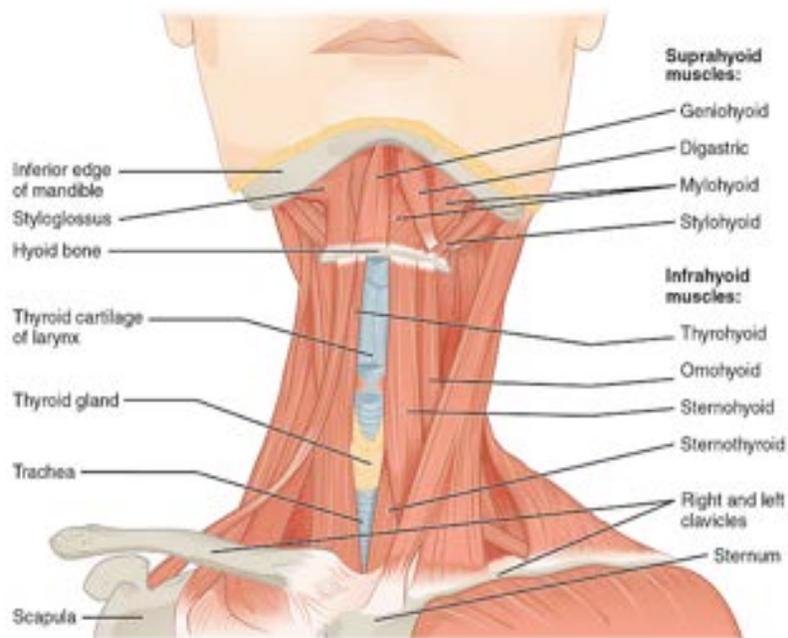


Figure 15d.<sup>34</sup>  
Muscles of the Anterior Neck



Figure 16d.<sup>35</sup>

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## Marketing & Practice Building Tips For Neck, Hand & Foot Massage

- Create a clear vision of what you want and need based on your values. Clarity is power.
- Appreciate what you have. Focus on what you're grateful for in your life. If you don't appreciate what you have, you won't get any more...because the universe thinks it's not important to you, and that you don't need any more.
- Networking – Attend networking events and let people know you offer Neck, Hand & Foot Massage
- Effective use of e-mail and direct mail – let people know you offer Neck, Hand & Foot Massage sessions
- Newsletters – add information about Neck, Hand & Foot Massage in your newsletters
- Gift certificates – offer gift certificates for an introductory discounted Neck, Hand & Foot Massage. Give your customers gift certificates to give to their friends and spouses.
- Web sites – feature Neck, Hand & Foot Massage on your web site
- Follow up – call, write or e-mail customers who have come in for a Spa Treatment
- Letters of appreciation – send a letter to customers and friends who refer people for Neck, Hand & Foot Massage
- Publishing articles – publish an article about Neck, Hand & Foot Massage and share copies of the articles with colleagues and clients
- Print advertising – include Neck, Hand & Foot Massage in your print advertising
- Referral incentives – offer a free Neck, Hand & Foot Massage for every three referrals or offer \$10 off of the next session
- Brochures – add information about Neck, Hand & Foot Massage in your brochures
- Business cards – add information about Neck, Hand & Foot Massage on your business cards
- Diversify and prosper – offer a variety of services, including Neck, Hand & Foot Massage
- Keep a file box on your desk with all your ideas in it on separate cards.
- Send out birthday cards with a gift certificate offering a discounted offer.
- Call customers that you haven't seen in awhile and let them know what times you have available that week.
- Do market research and find out what others in your area are doing and how they are marketing. Ask them to send you their flyer, card or brochure.
- Return all phone calls and e-mails within hours or at least the same day. Many clients and potential clients have a list of massage therapists and they schedule with whoever is available first.
- Focus on your goals and intentions. Rich people see opportunities, poor people see obstacles. Rich people see potential; poor people see potential loss. Ask for regular feedback from your customers.
- Call your client the next day after a session to see how he or she feels.
- Set up a regular treatment time for repeat clients. For example, schedule 2:00 on Thurs for them exclusively. It's easier for them to remember when their appointment is and it fills your schedule.
- Develop a give away product related to Neck, Hand & Foot Massage
- Give free consultations.

- Develop a one line slogan that can be associated with your practice
- Give free lunch time seminars where people can find out about your services.
- Ask for referrals. Ask the referring people for information about themselves too so that you can refer to them.
- Have a ready-made list of contacts for referrals.
- Become a great learner. Attend conferences, workshops and CE classes.
- Get set up to take credit cards through your business account.
- Set up regular business hours so people know they can count on you.
- Keep track of everyone who comes to see you and keep your mailing list current
- Focus on you. You are the root of your financial success or failure. If you work on the roots, the “fruits” will take care of themselves.
- Develop an Information kit for new prospective clients telling them everything they need to know about receiving a service from you such as cancellation policies.
- Develop detailed educational material.
- Research rates and price structures in your area to make sure you are charging fairly.
- Enhance your energy. Everything is energy. Money is energy. Big money takes big energy. So get into shape, eat properly and get enough rest.
- Increase your value. Become an expert in your field and be the best at what you do. To get paid the best, you must be the best.
- Keep up on techniques and methods, always improving yourself and your treatments.
- Make copies of interesting, informative articles to have on hand for distribution to clients and colleagues
- Believe you can be successful. Put your attention on the traits, strengths, and virtues that allow you to believe you can – and deserve to be – successful.
- Consider offering a senior citizens’ discount, a students’ discount, a teachers’ discount, a military discount, and a professional discount to colleagues.
- Volunteer your time to charities or non-profit organizations. Give back.
- Find other businesses to network with such as health clubs and gyms.
- Find several successful mentors to work with one on one. Don’t try to do it on your own. Find good mentors who can help you develop ways of tracking and building your net worth by organizing your finances and introducing you a variety of vehicles for saving and growing your money.
- Choose your thoughts wisely. You can choose to think in ways that will support you in your happiness and success...instead of ways that don’t.
- Associate with successful people. Birds of a feather flock together. Energy is contagious
- Review your business success plan often and share your review with supportive friends and mentors.

*I can give you a six-word formula for success: Think things through - then follow through.*

## Resources for Advanced Study

*The Ariana Institute's high definition instructional video for the preparation and administration of hand and foot massage can be found online at [www.youtube.com/watch?v=1MfVj-IBsg&list=UUQJAzqsr-bLVHeuBEmrR-cQ](http://www.youtube.com/watch?v=1MfVj-IBsg&list=UUQJAzqsr-bLVHeuBEmrR-cQ)*

### Books

*Anatomy Trains: Myofascial Meridians for Manual and Movement Therapists* by Tom Myers, Leon Chaitow and Deane Juhan

*Anatomy: A Regional Atlas of the Human Body* by Carmine Clemente

*Anatomy for Hip Openers and Forward Bends* by Ray Long

*Body Mechanics for Manual Therapists: A Functional Approach to Self-Care* by Barbara Frye

*Deep Massage* by David Lauterstein

*Deep Tissue Massage and Myofascial Release* by Art Riggs (Book and DVDs)

*Emotional Anatomy* by Stanley Kellerman

*Job's Body: A Handbook for Bodywork* by Deane Juhan

*Language of the Body* by Alexander Lowen

*Massage Therapy: Principles and Practice* by Susan G. Salvo

*Mosby's Pathology for Massage Therapists* by Susan G. Salvo

*Pain Free: A Revolutionary Method for Stopping Chronic Pain* by Pete Egoscue

*Soft Tissue Manipulation* by Leon Chaitow

*The Ethics of Touch: The Hands-on Practitioner's Guide to Creating a Professional, Safe and Enduring Practice* by Cherie M. Sohnen-Moe

*The Key Muscles of Yoga* by Ray Long

*The Key Poses of Yoga* by Ray Long

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Remember to focus on the healing power of touch and the importance of its presence in your life and in the lives of those you touch.



Ariana Vincent, Massage Therapy Instructor

"What you leave behind is not what is engraved in stone monuments, but what is woven into the lives of others." (Pericles)

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