

# Elevate Your Massage Therapy with the Biomat®

Whether you are looking to de-stress or pamper yourself, massage therapy is the go-to for many Americans. No longer a luxury for the wealthy, millions of Americans are incorporating massage into their personal health regimen.

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**A**ccording to the American Massage Therapy Association (AMTA) 2016 consumer survey, 50 percent of adult Americans who had a massage between July 2015 and July 2016 received it for medical or health reasons, while 28 percent had it for relaxation and stress reduction.

Massage continues to be more mainstream and accepted by medical professionals. As a result, the integration of massage therapy into patient care continues to advance. With demand soaring, so too does the demand for qualified massage practitioners. The United States Bureau of Labor Statistics projects a 26 percent increase in therapists by 2024.

Massage therapy is a manual technique which manipulates soft body tissues to enhance a person's health and well-being. A therapist will most often use their hands, but may also use their forearms, elbows and feet. There are dozens of massage styles and some employ the use of tools such as hot stones and a new wave is emerging with those using the Biomat®.



## Types of massage

Massage therapy dates back thousands of years. It is widely accepted that massage will relieve pain and promote a general sense of well-being.

There are many types of massage, but most offer similar benefits. According to ATMA, the most common forms of massage are:

**Swedish** – Swedish style massage is the most common and is used to relax and energize you.

This style uses long gliding strokes in the direction of blood returning to the heart.

**Deep tissue** – for muscle damage and injury, such as back strain.

This style focuses on the deepest layers of muscle tissue and fascia.

**Sports** – to help athletic injury, help recovery and keep the body flexible.

This style focuses on areas of the body that are stressed from repetitive movements.

**Chair** – great for short massages focusing on the upper body.

## Increased Blood Flow

Massage therapy can help to improve blood flow. Increased blood flow is a key element to good health, as blood carries vital nutrients and oxygen throughout our cardiovascular system.

The Biomat® will complement any massage service by its gentle far infrared rays. The warmth will increase local circulation supporting our body's functions.

## How the Biomat® helps

Every year, there are more therapists who are learning about the Biomat® and are incorporating it into their services. The Biomat's® infrared heat warms the body, relieving pain and stiffness and relaxes the body so your client can have a soothing experience.

Gretchen Carrubba of Bodywork by Gretchen always uses a Biomat® at her Tennessee studio. She even takes the mini to her clients' homes.

"I feel the Biomat® provides healing energy to my clients, [and] it also affects me in a very positive way," said Gretchen.

Like many practitioners who use the Biomat®, Gretchen notices she too receives a benefit. She says if she massages a client without a Biomat® her back and feet hurt. However, when she uses a Biomat®, she does "not experience any discomfort. I contribute that to the Biomat®. I

cannot imagine performing any massage without my Biomat®!"

At Wellness Works Massage, Jeanne Thune allows customers to sit on a Biomat® Mini before or after a massage for its healing touch. She uses the Biomat® Professional for all her sessions. With the right temperature she says "clients ... come out of their sessions 'melted' and very relaxed. It helps them go deeper in their meditative state."

Jessica Proia of Urban Escape finds the Biomat® makes her work much easier by relaxing clients and warming up their muscles.

"The more relaxed and disengaged a client is during the session, the easier it is for me to work with them both mentally and physically. [The Biomat®] makes it easier for them to relinquish, allowing me easier access to do what I need to do to produce the best results," said Jessica.

Utilizing the Biomat® in massage therapy provides the client with additional benefits. Jessica says "far infrared [heat], negative ion technology and the healing powers of amethyst crystals cannot be produced by massage therapy alone and I don't think that there is any comparison to the comfort of lying on a Biomat®, so this gives the clients an experience that is much more pampering and luxurious!"

"On the very cold days, they love how it warms them up. Some





Aleksandr Gudenko©123rf.com

## How clients respond to Biomat® massage therapy

Massage therapy with the Biomat® will enhance your clients experience and set your services apart from others.

people recognize the difference right away and say 'wow, what is on the table it feels so good.' If I forget to turn the heat on they often ask for it" said Jeanne.

Jessica's long time clients notice a difference with the Biomat®. "Since I've incorporated the Biomat® into my sessions they have expressed an even greater appreciation for their services! They love the Biomat®! They enjoy it before and during the massage and have experienced greater results after their sessions!" she says.

### Four ways massage can benefit your health

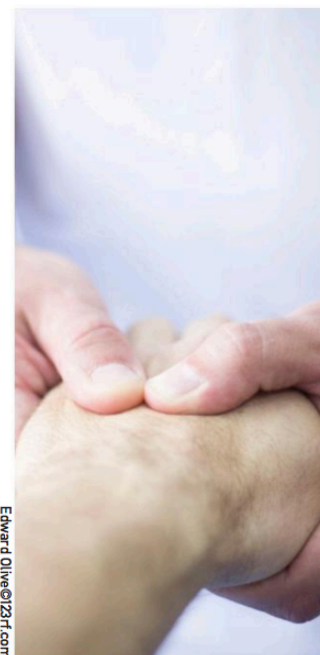
Massage therapy can provide numerous benefits to the body and mind. It is an effective treatment for stress, pain and muscle tension. Therapists using the Biomat® have found it useful for warming up clients and to enhance their work.

### Reduce muscle tension

Massage therapy can help to reduce tension buildup within the fascia, a thin layer of tissue that surrounds our muscles, bones and organs throughout our body. The pressure from the massage helps to breakup adhesions reducing tension and improve range of motion.

### Stress reduction

Massage will improve relaxation and release stress chemicals in the body. A [study](#) by AMTA showed significant decrease in heart rate, systolic blood pressure, and diastolic blood pressure. They also note changes in psychological states, have been measured by physiological responses,



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the Perceived Stress Scale, the POMS Depression Scale, and the Anxiety State Scale.

### Increase range of motion

Inelastic muscle tissues cause restriction and increase muscle tightness. Friction from a massage helps to warm the body and increase blood flow restoring range of motion.

### Pain Reduction

Massage increases circulation and helps to reduce metabolic wastes from the muscles, which are responsible for cramping and discomfort.

A [review](#) of over 60 studies published in the Journal of Pain Medicine found massage therapy proved beneficial and in addition to relieving pain it also improved anxiety.

### Other benefits of massage

While more research is needed, some studies have found massage to be beneficial for: Anxiety, Fibromyalgia, headaches, digestive disorders, and temporomandibular joint pain.

We recommend speaking to a therapist to find out what kind of massage would best suit you. Massage should not be considered a replacement for medical care but used alongside other methods of treatment for the benefit of the patient.



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