

## Welcome Letter from the School Director

Dear Student,

Welcome to Phoenix School of Massage, where your path of holistic health and massage now begins! It has been said that a road has a beginning and an end, whereas a journey provides unending discovery and opportunity. This is true of the journey of holistic health and massage.

The forms of healing I've experienced along the way over the years have transformed the way I view my world. They have transformed my body and my mind in countless positive ways, indeed in ways I could not have imagined. Many similar experiences are in store for you, I am sure. What the holistic health path requires the most is an open mind and heart. Other qualities you will soon find are commitment, love, and a sense of adventure.

As you become aware of the profound effects of massage therapy, you will want to learn more. All the while your ability to help others will expand and deepen. Phoenix School of Massage offers you a strong foundation in massage taught from a holistic perspective that views the client multi-dimensionally – body, mind, and spirit.

The holistic way at Phoenix School of Massage places emphasis on de-stressing and empowering you, the therapist-to-be. The curriculum lays a strong foundation in Swedish technique, both classic and modern and includes Holistic Massage™. The teaching methods focus on learning-by-doing but mostly on learning-by-having-fun-doing!

Anatomically speaking Phoenix School utilizes innovative techniques such as Muscle of the Week Class and Muscle Magic (a vector method to understand the actions of the muscles) to bring the course alive. Phoenix has advanced the field of massage therapy in the creation of Massage Body Mechanics™ and Holistic Massage™, both published in national journals and taught in our Basic Program. Holistic Massage™ is a formal method to determine massage parameters and provide the most suitable massage for the constitution of the client.

Massage Body Mechanics™ “which incorporates Zero Gravity Posture” is unsurpassed in keeping stress out of the shoulders and back. MBM allows for long periods of massage and prevents injury. Massage Body Mechanics comprises the Body Mechanics Chapter published in the leading Massage Therapy Textbook, Massage Therapy Principles and Practices. Publ. Elsevier.

Opportunities in massage therapy have never looked better. Employment can include private practice, Spas, Resorts Massage Franchises, Sports Medicine Clinics, Hospitals and Athletic Teams among others. Massage Therapy is listed first under “Best Career to Enjoy Life While You Work”, Consumer Guide. Compensation for massage is well above average.

Massage therapists spend more time with their clients than any other health care modality. The personal rewards of communicating through touch are many-fold. Massage Therapy is a path of many dimensions that I recommend highly.

William Barry

Director