



High Touch

Busy Consumers Prompt Need For More Massage Therapists

by Nicky Simon

American's propensity for multi-tasking, cell-phone talking, over-working, and constant running has produced a nation of people starving for a way to get away from it all and relieve stress.

For an increasing number of people, the mere mention of one word – massage – provides instant relief. Their eyes light up, their shoulders relax, and with a welcome sigh they accept the offer of a massage. Massage therapy is appreciated as a “high touch” rather than a “high tech” therapy.

According to the American Massage Therapy Association recently released results from a study conducted in 2005, the number of adult Americans who say they had a massage from a massage therapist in the previous 12 months has jumped from eight percent to 22 percent in the past eight years. That is a lot of relaxing, healing, and relief from pain for 47 million Americans. And that is what massage therapy is all about.

According to the survey, the massage therapy profession and the public's use of massage continues to grow in quantity

as well as quality. The most significant growth is in the medical practitioners' and consumers' interest in and appreciation for massage therapy as an effective integrative and complementary form of health care. Mainstream acceptance of massage therapy continues its strong trend. This is great news for massage therapists.

Consumers are beginning to see more massage therapists outside of a spa or relaxation centers. Athletes have even begun to see the benefits of having sports massage to keep their bodies loose and to allow their muscles to sustain the strain of sports. Both pre- and post-event massages benefit athletes by helping to flush muscle tissue of lactic acid as well as to cool down the body. Not only are consumers becoming more interested in receiving a massage, it seems they are researching the benefits of this form of health care online.


According to the Associated Bodywork and Massage Professionals (ABMP), their consumer education website (www.massagetherapy.com) has seen a significant rise in traffic

over the past several years. This increased interest in experiencing massage therapy will benefit you in your career as a massage therapy professional. According to the U.S. Department of Labor, employment opportunities for massage therapists will grow faster than average through 2012. So whether you want to pursue a career in the big city or a small town, you'll have a chance to make a go of your career as a massage therapist in any location you pick.

A career as a massage professional offers you flexibility. You can start your own business; partner with other massage therapists; work in an integrative setting; or collaborate with a local doctor for referrals. There are many options to explore.

Programs in massage therapy vary in length and offer hands-on experience. The number of contact hours during your training will help you get a job when you graduate. If you are looking at becoming part of a growing field, as well as really making a difference in the lives,

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and bodies, of your patients, try
massage therapy...your future is
in your hands! 

*If you are interested in learning more
about massage therapy, contact:*

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