

EXPLORING TODAY'S TOUCH THERAPIES

Massage

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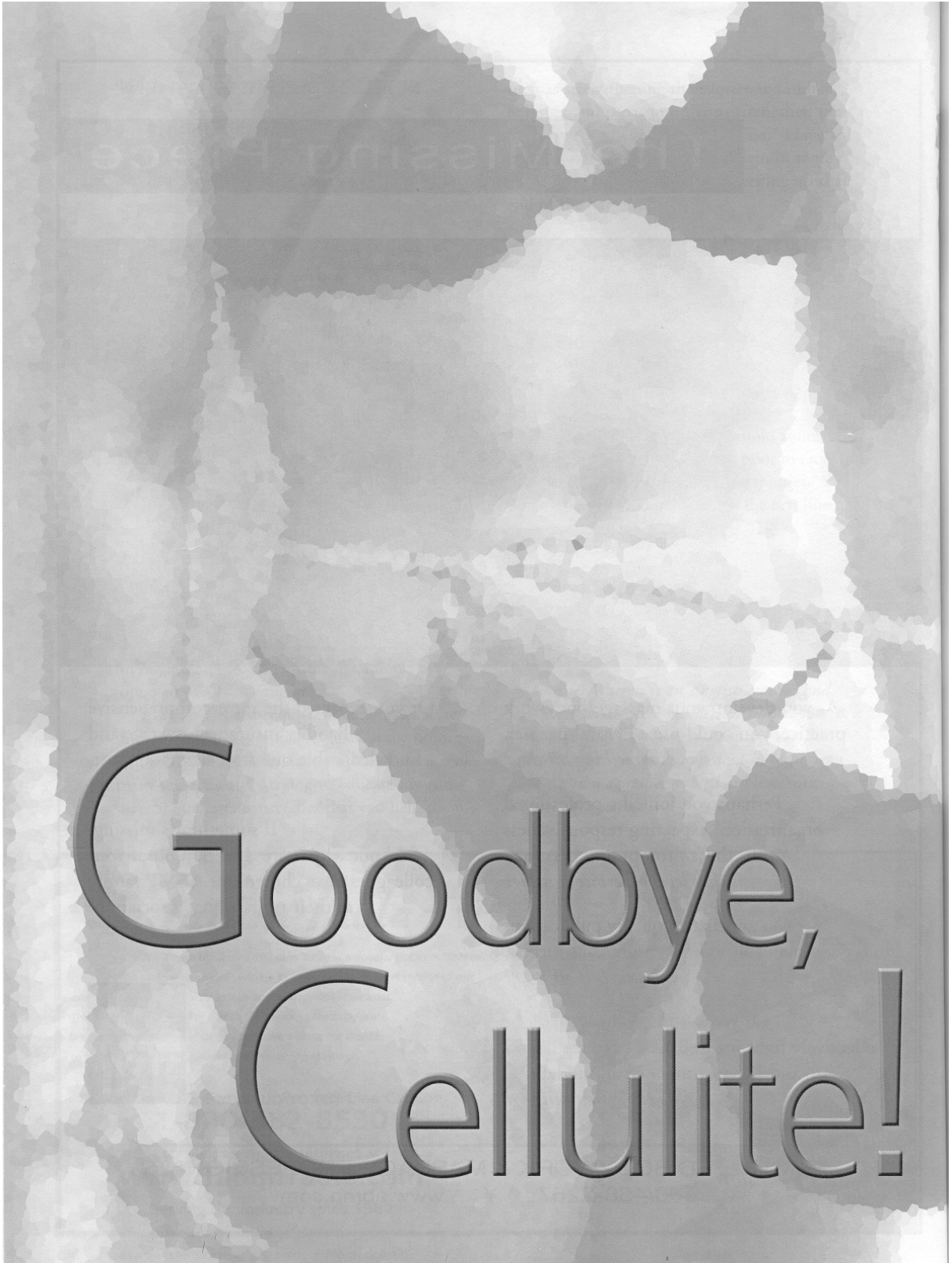
KEEPING RUNNERS ON TRACK
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COMMUNICATION:
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THORACIC OUTLET SYNDROME
Techniques Bring Relief

LYPOSSAGE
Goodbye Cellulite!





Goodbye,
Cellulite!

A new hands-on
technique that is
quickly gaining
in spa popularity,
Lypossage reduces
unwanted fat deposits.

BY MELINDA M. MINTON

PHOTOS BY LAURETTE F. KLIER

It is widely accepted that massage therapy aids circulation, muscle tone and lymphatic drainage. A much more controversial topic is the effect that massage has on cellulite and unwanted inches. ♦ Almost all women have cellulite. The culprits are genetic predisposition, hormonal changes, weight gain, inactivity and pregnancy. These factors cause the fat cells in the subcutaneous fat layer to increase up to 300 times their original size and stick together inside the pockets in which they are enclosed. Cellulite formation begins in puberty. As we age, tissues in certain parts of our bodies break down, particularly the layers of fat and connective tissue in the buttocks, thighs and abdomen. Dieting and weight loss won't necessarily decrease cellulite.

Can specific forms of massage assist with these problems? Does deep-tissue manipulation help to reduce water retention or break up fat pockets? In short, can non-invasive techniques end the lumpy, bumpy, cottage-cheese thighs and tummies that plague so many women in our society? According to one massage therapist and the growing number of clients and bodyworkers who have experienced his technique, the answer to all of the above is: Yes.

Developing the technique

Lypossage is a 2-year-old, all-natural, hands-on technique developed by Charles W. Wiltsie III, L.M.T., N.C.T.M.B. Wiltsie has taught ethics courses to male massage therapists; business courses to bodyworkers; massaged a number of star athletes; and developed the Wiltsie Massage Technique, which works on enhancing vocal performance. He's also run a massage practice, Alternative Health Services and Swedish Bodyworks, for 13 years in Haddam, Connecticut.

While watching the news one night Wiltsie saw a health segment about a new technology that claimed to help people lose inches without having to lose weight. What he didn't know was that he was watching a program about the

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Endermologie system that had been showing up in spas across the country.

Wiltsie began wondering if manual deep-tissue massage could achieve the same results as the Endermologie machine. After doing some preliminary research in 1998 he devised a study of the efficacy of a combination of deep-tissue massage, lymphatic drainage and principles of structural integration—all together which he called Lypossage—on cellulite.

For the study, 100 healthy women received Lypossage on targeted areas, primarily from the navel to the lower thighs—the part of the body that has a lot of fatty tissue and visceral organs that eliminate waste. This area also has large muscle groups. Using methods similar to Rolwing and myofascial release, the goal was to loosen the thick



Left, before the Lypossage session series. Above, after the Lypossage session series. Research participants who received 18 20-minute sessions three times a week for six weeks lost an average of 1.23 to 1.5 inches on each thigh. The technique also smoothed areas affected by cellulite, and reduced abdominal fat. Participants also reported an improved sense of self-esteem after completing the series.



Skin-rolling on the buttocks.

Overall, participants experienced an average loss of 1.25 to 1.5 inches on each thigh. Seven clients scheduled for liposuction never had it done. Lypossage smoothed areas affected by cellulite. Dimensions of the thighs and stomach were reduced, collectively, by up to 7.5 inches.

The spa industry began approaching Wiltsie, wanting to know more about his new technique—especially since he had discovered a way to get the results advertised by the Endermologie equipment, which costs \$25,000-35,000, without breaking the bank.

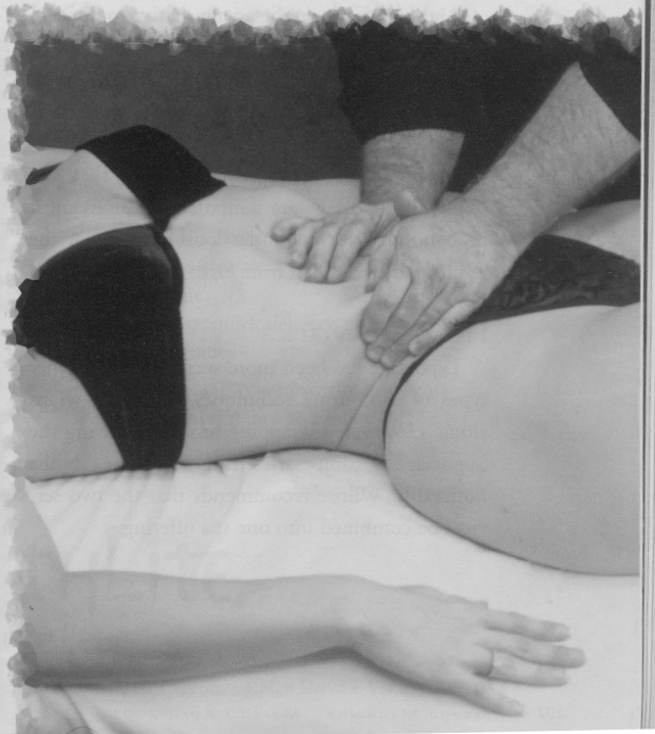
Hands-on vs. machine

But is Lypossage the same as Endermologie? Yes and no. The effect on dimension change and cellulite reduction can be the same. But Lypossage, which works through an extremely precise combination of deep-tissue and lymphatic-drainage modalities, offers the added benefit of structural integration-type results.

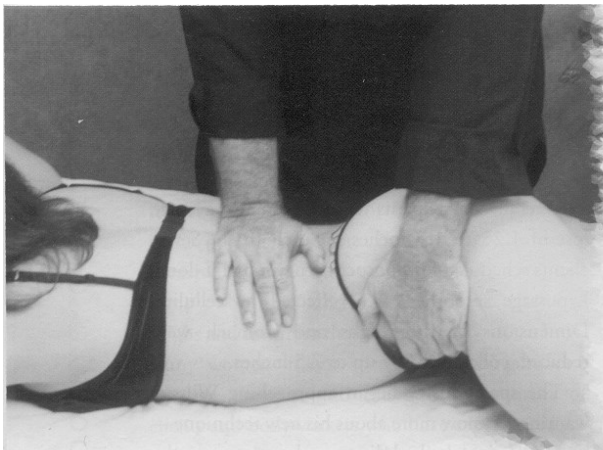
layers of collagen around the fascia and reposition or elongate the posture of the client. The same strokes were used on the same parts of the body for each woman.

The study participants received 20 minutes of massage, three times per week for six weeks. Photographs were taken of the target area every fourth session. The participants were weighed and measured before every session. Physical changes like menstruation, constipation and other factors were recorded. The same strokes were used on the same parts of the body for each participant.

After the study was completed, in 1998, the results showed progress by most of the participants. Ninety-five percent of the participants studied lost dimension in the targeted areas. Five percent of the participants increased in dimension rather than decreased. Ninety-five percent of the participants did not fluctuate in weight. Similar studies have since been conducted with roughly the same conclusion.



Wringing the abdominals.



Myofascial work on the low back.

Wiltse said that the Lypossage strokes are a bit more structurally based than the typical massage.

"I would actually describe the practical application of Lypossage as somewhere between Rolwing, structural integration and myofascial release," he said. "Many clients are initially a bit shocked with the rigor of some of the strokes. After they have had two or three sessions, though, they become accustomed to the technique. Some clients even fall asleep during their last few sessions."

And Lypossage can be an alternative to liposuction, Wiltse said. "I have had clients who wanted to go for liposuction come in for an 18-session Lypossage series and decide against the more invasive choice," he said.

It should be mentioned, however, that the results of Lypossage are temporary. Sessions must be continued to renew the look and feel of the results, which can last from eight months to a year.

How it works

Lypossage has been more successful than other types of contouring techniques, like body wraps alone. However, a wrapping session following the Lypossage session series can accelerate results noticeably. Wiltse recommends that the two services be combined into one spa offering.

"You can integrate Lypossage into your existing therapy program so easily. We are selling the \$1,800 Lypossage series and clients are happily adding a \$700 series of contouring wraps on top of it," explained Peggy Wynne Borgman, spa director at Preston Wynne Spa in Saratoga, California.

"As spa marketers, we're always looking for the next big thing, a treatment that creates excitement, but has real benefits and real staying power. That is exactly what we found in Lypossage," Borgman said.

With a facility training package, your spa or massage clinic can become licensed in Lypossage. As an individual practitioner you can also take part in training. Training sessions are conducted around the country, at your facility or at Wiltse's practice in Haddam. The training is a series of lectures and hands-on practice offered only to massage therapists.

The training is broken into two parts: "Body Zone One," from the navel up; and "Body Zone Two," from the navel down. The two parts are



Wringing the thigh.



Effleurage of the leg.

Dee Dee Lock, a massage therapist at Caress day spa and massage clinic in Capitola, California, completed the training and recently introduced Lypossage into her repertoire of services.

"It's still not very well-known, so we haven't done a lot of it," Lock said. "Clients who have experienced the series of [sessions], however, have been pleased with the results."

The Caress staff takes a picture of the client at the beginning of the first session and then at the end of the series. "I don't think that clients notice a great initial difference. Somewhere about halfway through the 18 treatments they seem to really start to notice a change in the texture and tone of their lower body and abdominal region," said Lock. She thinks that therapists should approach Lypossage, body wraps, Endermologie and similar therapies with a straightforward, honest approach.

"This kind of work isn't instantaneous. Actually, a great deal of accomplishing health and enhanced appearance is from the inside out," Lock said. When combined with diet and exercise, however, Lypossage can yield tremendous results.

Client Kate Fields recently finished a Lypossage series with Wiltsie. "I'm incredibly pleased with

divided because most of the work is done on the lower trunk and extremities of the body. The entire module can be completed in four days; you will have the opportunity to give and receive Lypossage.

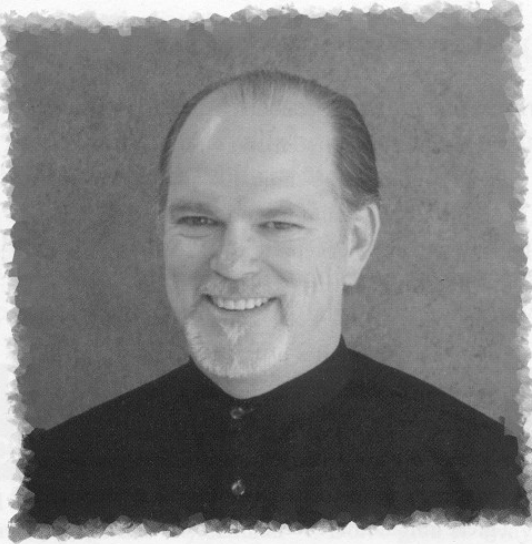
Endermologie: What It Is

Endermologie is a patented machine technology that offers results similar to those of Lypossage. The device, which originated in France about a decade ago, was originally created for physical therapy, and only later was found to reduce cellulite. It uses a strong suction hose attached to motorized rollers to pull and manipulate the dimpled skin around the thighs and stomach. In this therapy there is very little to no manual application of massage stroking.

Most doctors disagree on what causes cellulite to form in the first place, much less if Endermologie works. The FDA has agreed that the Endermologie manufacturer LPG Systems could claim that its product results in "temporary reduction in the appearance of cellulite." This labeling, however, only came after a fight between LPG Systems and the FDA over the wording of the effectiveness.

At the Carillon Clinic in Minneapolis, paramedical esthetician Kelly Luthers sees Endermologie as an ongoing treatment. "Endermologie is a lot like exercise. You can go a while without it while maintaining the toning benefits. After a few months of not partaking in Endermologie, however, you will begin to notice a change in the overall appearance of the area that was treated," she said.

—MELINDA M. MINTON



Charles Wiltsie, developer of Lypossage.

left me feeling renewed, energized, alive. I was compelled to set physical fitness and nutritional goals that were beyond my initial plans," she said.

With the series over, Fields has settled into monthly massages, occasional body wraps and a new routine of self-care. "The entire process hasn't just transformed my thighs," she said, "it has truly enhanced my attitude toward life." M

*For more information, visit www.lypossage.com, or see *Four Seasons of Inner and Outer Beauty: Rituals and Recipes for Well-Being*, by Peggy Wynne Borgman, 2000, Broadway Books.*

the results," she said. "Everything feels tighter, smoother and more supple. The massage modality is rigorous and athletic."

Fields thinks her appearance began to change after the first four sessions. "The treatments really

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