



Treatment  
**MASSAGES**

**SYSTEM**  
PROFESSIONAL



## The System Professional **TREATMENT MESSAGES**

Premium hair care combined with the **POWER OF PROFESSIONAL MASSAGE TECHNIQUES**

Our professional in-salon care treatments combine high performance products with a highly effective and pleasant experience. Each of our treatments features a specific massage technique which is designed to provide active benefits such as relaxation or activation. This approach to in-salon care treatments also ensures optimum results.

In total we offer five select massage techniques.

# Our 6 tailored **MESSAGE** **TECHNIQUES**

Exclusive massages  
for every treatment need



p.6



### **SHAMPOO RELAX** MESSAGE

This unique massage forms the first step of most of our treatments and is used with every shampoo. It is designed to relax the client with four different functional phases, whilst deeply cleansing the hair.

p.10



### **ESSENTIAL** MESSAGE

An efficient yet relaxing massage developed specifically for the Essential Treatment. Always performed at the basin it distributes the product effectively and helps de-tangle the hair.

p.12



### **INTENSE** MESSAGE

The profound massage that treats the hair and scalp with multiple benefits. It ensures that the products you use deeply penetrate the hair and scalp for more effective results.

p.16



### **ENERGY** MESSAGE

Designed to soothe yet simultaneously revitalize the scalp, this massage forms the core of our Energy Treatment. It stimulates the hair follicles plus de-stresses and detoxifies the scalp, while increasing blood flow.

p.20



### **AMOA** MESSAGE

This massage is exclusive to our Regenerate Treatment. The proven effects restore and regenerate the hair, while improving your client's overall well-being.

p.26



### **DETOX HAND** MESSAGE

Developed by the medical Experts, this unique hand massage helps to detox by activating lymphatic flow together with energy meridian activation.



## SHAMPOO RELAX Massage

CLEANSE WITH CALMING TOUCH

The **Shampoo Relax Massage** intensively cleanses the **hair and scalp** while providing a pleasant experience.

This massage is designed to **increase the flow of blood** and the **lymphatic fluids in the scalp**, **plus relax** and **calm your client** for a unique experience.

The time used to shampoo is flexible.  
Each phase can be done once or repeated  
several times.

### Step.1

#### Loosening-up phase



Place the fingertips of both hands at the front of the head. Perform radial movements working from the front of the head to the crown and the contours to the back of the head. The circular movements are done in outwards direction, like a swimmer. Lift head and massage the nape likewise.



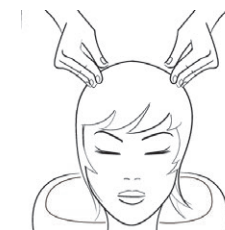
#### Benefit

The massage movements loosen up tension and distribute energy from the top of the head for ultimate relaxation.

### Step.2

#### Relaxation phase

With fingers spread, place both hands at the front of the head and perform generous zigzag movements over the entire head. Pressure should flow in the contour direction, without exerting pressure towards the crown.



#### Benefit

Tensions loosened up in the first phase of the massage now disappear.



## Step.3

### Balancing phase



Place both thumbs in the centre of the brow contour. Exert smooth pressure downwards to the left and right of the centre of the head. Continue using this technique to the back of the head.

### Benefit

This phase provides deep muscular relaxation around the head and face to help distribute oxygen and harmonize the energy meridians.

## Step.4

### Calming phase

Place hands on brow contour and massage with generous movements along the contours and crown, to the back of the head, not forgetting the contours in front of the ears. Lift head and perform smoothing strokes to the nape of the neck.

### Benefit

The targeted movements help distribute the body's natural energy from the head to the feet. This provides an extremely calming effect.





## ESSENTIAL Massage

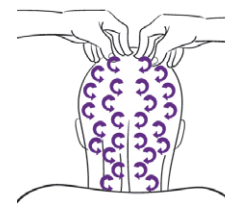
MAXIMUM RELAXATION  
WITH OPTIMUM RESULTS

This massage technique effectively distributes the product and helps it to **penetrate the hair**, making the hair **easier to comb through**.

It consists of **two hand grips** that help provide **instant relaxation**. The massage is performed after the shampoo at the basin for maximum effects.

### Step.1

#### Rotating Massage



Massage over the whole of the scalp using a circular motion, from the front, over the sides and crown to the nape. Lift the head to massage the nape as well.



#### Benefit

This helps to distribute the product and balance the scalp. The gentle rotating movements help balance the nerves, scalp and meridians. Can also relieve headaches and fatigue in the eye area.

### Step.2

#### Stroking movements

Place four fingers on the contour and apply a short acupressure massage. Stroke from the forehead over the crown to the nape of the neck with even movements.



#### Benefit

Relaxing, calming and detoxing. Tensions are transported towards the body to be dissolved.



### Step.3

#### De-tangling hair massage

To distribute the product evenly, perform a hair massage by using your thumb, index and middle finger. Start near the roots and massage down to the ends. Following the massage comb the hair through.



#### Benefit

smooths the surface. It also prepares the hair for the development time and helps the hair to absorb the product for maximum effectiveness.



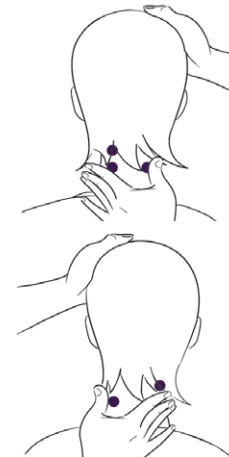
## INTENSE Massage

INDULGE THE SENSES, STIMULATE  
THE SCALP

The Intense Massage ensures that the products you use **penetrate the hair and scalp on a deep level**. As well as providing a **relaxing experience** it ensures optimum results. This massage is used for all Intense Treatments, also suitable for Scalp Lotions.

### Step.1

#### Gripping movements



Massage both the supportive muscles of the upper cervical vertebra with a light pressure massage. There are 3 pressure points on each side. Use the hands alternatively. One hand supports the forehead. Use thumbs, index, middle and ring fingers to massage.

#### Benefit

Relaxes the muscles in the nape, helps soothe headaches and fatigue.

### Step.2

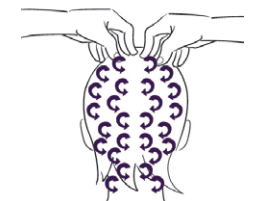
#### Rotating Movements

Place the fingers straight-up on the scalp. Massage in rotating movements from the nape to the hairline at the forehead and back to the nape.



#### Benefit

The gentle rotating movements help balance the nerves, scalp and meridians.



## Step.3

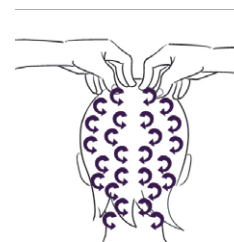
### Acupressure



For the accupressure around the hairline apply pressure with all of the fingers. Start at the nape and move over the hair line at the ears, from the temples up to the forehead.

#### Benefit

Acupressure improves the energy balance of the meridians in the body. It simultaneously relaxes and invigorates, while increasing blood flow to the scalp and face.



## Step.4

### Zigzag movements

Stand to the side of the client and carry out zigzag movements with the fingertips of both hands. The hands work in opposite directions. Massage the head systematically from the forehead over the crown to the nape.



#### Benefit

The zigzag technique has a strongly invigorating effect, the scalp blood circulation is increased, the facial complexion will be glowing and fresh. These movements even increase the activity of the brain.



## Step.5

### Stroking movements

Place your fingers on the contour of the brow and apply gentle pressure to the acupressure points. Stroke from the forehead over the crown to the nape with even movements. Exercise a short acupressure massage at the nape at the acupressure points. Stroke over the nape muscles and finish with a grip to the shoulders.



#### Benefit

Relaxing, calming and detoxing. Tensions are transported towards the body to be dissolved. Performed at the end of the massage.







## ENERGY Massage

DE-STRESS AND RE-ENERGIZE  
THE SCALP

The Energy Massage consists of **8 hand grips** with specific techniques **to activate the scalp functions.**

### Step.1

#### 4-Point massage



Place the left or right hand at the front of the head for support. With the index, middle and ring fingers of the free hand apply light pressure to the 4 points around the crown.



#### Benefit

Relaxes the entire body, the center of all meridians. Helps increase the permeability of the scalp for active ingredients.

### Step.2

#### Pressure points on the crown

Place the left hand over the left ear to support the head. Using the middle and ring fingers of the right hand massage the pressure above the middle line of the head. Next perform the same procedure while adding a radial motion to the top left hand half of the head, followed by the top right-hand half.



#### Benefit

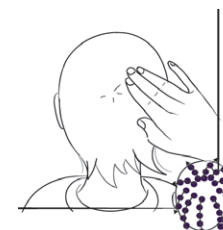
Promotes the blood flow around the brow and temples and activates the facial areas.



### Step.3

#### Pressure points

Place left hand flat over left ear to support the head. Starting at the crown, massage the entire head in a "radial" pattern using the index, middle and ring fingers of the right hand. Perform massage at three pressure points on each line ("radial").



#### Benefit

Activates and distributes energy, detoxifies and de-stresses.

The massage provides a **de-stressing benefit** and is used with the Balance Energy Serum to fight hair loss or with Alpha Energy for **scalp activation** on all hair types.

## Step.4

### Friction



Place left hand flat over left ear to support the head. Make a fist with the right hand and place this on the head so that the 2 joints of the fingers lie "flat". Using light friction, massage the whole top right-hand side of the head. Change hands.



### Benefit

Tones and stimulates. Can relieve pain if done gently.

## Step.5

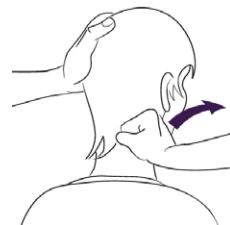
### Relaxation of the nape

Place left hand flat on top of the head as support. With the right fist, use gentle strokes to smooth from the base of the skull to the nape. Perform 3 times, change hands and perform 3 times.



### Benefit

Deviates toxins out of the head and promotes deep energetic relaxation.



## Step.6

### Relaxation

Place the hands flat above the right and left ears. With light tension "push" the scalp gently towards the crown. Follow by placing both hands flat on the front of the head and back of the head respectively, and massage using the same technique.



### Benefit

Is relaxing, de-blocking and calming, warms the scalp.

## Step.7

### Zigzag movement on the brow contour

Place the index, middle and ring finger of both hands on the middle of the brow contour. Using zigzag movements to both sides, massage with light pressure above the ears. From the back of the ears, use gentle strokes to smooth towards the nape of the neck.



### Benefit

Energizing, clearing and distributing effect.

## Step.8

### Smoothing out movement

Place hands together vertically above your client's head. Open hands, palms first then fingers, and smooth with light pressure over the head, along the neck and finally over the shoulders.



### Benefit




Signals the end of the massage and brings the energy flow into harmony.



## AMOA Massage

THE UNIQUE MESSAGE THAT  
IMPROVES OVERALL WELL-BEING

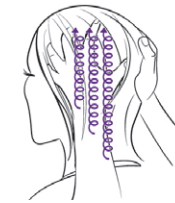
When body and mind are relaxed, inner beauty is revealed. AMOA is the System Professional original massage based on **traditional oriental medicine**. It **stimulates Tsubo** (acupressure points) and **Keiro** (energy channels) for an overall **relaxing effect**.

- 
**RELAX** Provides a relaxing and soothing effect.
- 
**ACTIVE** Provides an activating and awakening effect.
- 
**REPEAT** Number of repetitions

### Step.1

#### Junenhu rotating massage

Place thumbs on the top of the head, massage the side, working from the temple along the face line in a circular motion. For the back of the head, draw circles with the thumb from the nape along the side of the center line to the top of the head. Place thumbs on the top of the head and massage from the temple to the back.



#### Benefit

Improves scalp circulation and soothes tense nerves.

### Step.2

#### Sugokei Loosening Front Massage

Open the fingers on both hands and bend the joints to support the head as if you were carrying a ball. Slowly hold while pulling lightly and relax after 10 seconds. Change the position of the fingers, moving slightly backward for 2 cm and repeat the same movement for 3 rows.



#### Benefit

Gives a soothing feeling and improves the circulation in the scalp. Using Sugokei, the client will notice a warming effect after the massage.

## Step.4

### Gougoraku calm sides and ears



Place hands with palms together in the parting, then slide down to cover the head with the palm and stroke from the center line to the side, above the ear. With the same position, apply pressure while lifting upward. Relax and stroke down to the back of both ears.



#### Benefit

Helps loosen scalp tension and relieve overall fatigue.

## Step.5

### Anhyakue acupressure on crown

Place your middle fingers on top of each other and massage the pressure point on the top of the head. Gradually apply pressure for 10 seconds and relax slowly.



#### Benefit

The head hugging hand position has a deeply relaxing effect while the pressure on Hyakue increases the blood flow in the entire head area.



The name AMOA comes from “Anma”, which stands for the practice of **traditional Japanese massage techniques**. Developed under the supervision of oriental medicine doctors, the AMOA massage can meet a range of customers needs, for example it can provide a soothing effect for a client seeking relaxation or an

invigorating effect for a customer who wants to be refreshed. Use all **10 steps** for a **balanced effect**, use the selected relax hand grips for a relaxing or active hand grips for activating AMOA massage only. **AMOA is the ultimate addition to your salon's system treatments for a luxurious customer experience.**

## Step.6

### Satsufu stroking movements

Support the forehead with the left hand and stroke down with the palm of the right hand along the head to the back of the neck.



#### Benefit

Soothing feeling and improves the circulation in the scalp. Satsufu connects the scalp movements with the next steps, going downwards to the nape.



## Step.8

### Juufufu acupressure nape

Support the forehead with the left hand and stroke along the center line down to the pressure point on the neck (Juufufu) with the thumb. Move in a circular motion while applying light pressure on the Fufu and massage toward the middle of the neck for 10 seconds.



#### Benefit

Juufufu is one of the strongest points of the massage techniques and is intensely stimulated by this hand grip. It relieves any fatigue and tension in the nape.



## Step.1

### Tsufuchi acupressure in the nape

Place thumbs on the top of the head, massage the side, working from the temple along the face line in a circular motion. For the back of the head, draw circles with the thumb from the nape along the side of the center line to the top of the head. Place thumbs on the top of the head and massage from the temple to the back.



#### Benefit

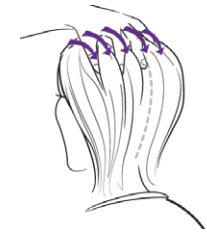
Has a stimulating effect and refreshes eyes and ears.



## Step.1

### Sutohatsu front to back strokes

Place hands with palms together in the parting, then slide down to cover the head with the palm and stroke from the center line to the side, above the ear. With the same position, apply pressure while lifting upward. Relax and stroke down to the back of both ears.



#### Benefit

Sutohatsu helps focus thoughts and relaxes the mind.



## Step.2

### Anjukei massage nape

Support the forehead with the left hand. With the right hand, massage along the neck line from the back of the head 10 times.



#### Benefit

This activating massage effectively stimulates the neck and eliminates muscular tension in the neck.



## Step.2

### Sugokei Loosening Front Massage

Using both thumbs, stroke the neck line down to the pressure point on the shoulders (Nakeni). Push slowly for 10 seconds.



#### Benefit

Nakeni is effective on the shoulders and relieves tension in the upper body. It signals the end of the massage.





## DETOX HAND Massage

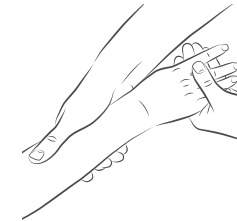
A GREAT UP-SELL TO YOUR TREATMENT

Use the development time of the mask to offer an **energizing hand massage**. Their medical experts created a massage technique that not only feels good, but brings benefits to your **overall wellbeing**.

**PREPARE:** Lay a towel on your knee, sit opposite your client. Offer a hot towel to clean the hands. Use a small amount of a body or hand cream of your choice to start the massage.

### Step.1

Stroking movements from hand to forearm and back on top and underneath. Apply pressure towards the elbow, light pressure going back towards the hand.



#### Benefit

Distributes the hand cream. Activates the lymphic flow towards the core of the body.



### Step.2

Effleurage on the back of the hand, then pull out over fingers 1&5, repeat then over fingers 2&4, repeat over finger 3.



#### Benefit

Loosens the hand muscles and tendons - often overused by mobile phones

### Step.3

Petrissage of the palm of the hand. Alternating, knead the palm with your fingers, hugging the client's hand in yours.

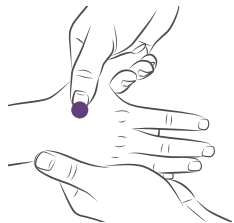


#### **Benefit**

Helps your client let go of the daily tensions and gives a comforting feeling.

### Step.4

Petrissage of the palm of the hand. Alternating, knead the palm with your fingers, hugging the client's hand in yours.

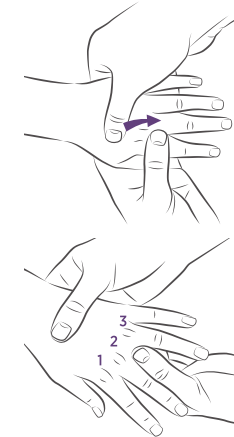


#### **Benefit**

Activates the detoxing action of the small intestine for overall abdominal well being. This point may hurt slightly if tension is present.

### Step.5

Lymphic drainage between the fingers, eliminate the lymphic flow from wrist towards between the fingers. Start between index and middle finger, then between middle and ring finger and lastly between ring and baby finger. Pull out the skin between the fingers to finish each grip.



#### **Benefit**

Activates the lymphic flow and helps eliminate toxins out of the tissue.

### Step.6

Apply circular movements on palm 3x and turn hand with palm facing upwards. Repeat 3 circular movements at the bottom of the hand.



#### **Benefit**

Circular movements help the energy circulation around the joints of the wrists. This step also gives a caring touch and helps the flow by turning the hand to continue the massage on the palm of the hand.



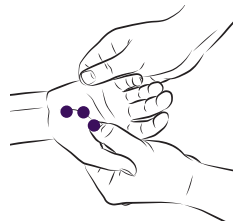
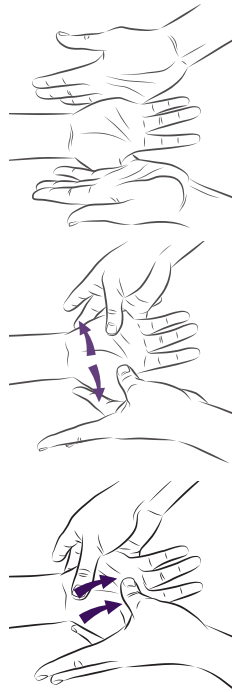
## Step.7

Hook in your baby finger between thumb/index and little/ring finger. Gently stretch the palm open. With your thumbs massage the palm downwards, then across, covering the entire surface of the palm.



### Benefit

Relaxes the hand muscles and stretches tension from using phones and computers.



## Step.8

Three pressure points alongside the crescent at the base of the thumb.

Circulate 3x on each point then press for 3 seconds and release by circulating. Pull out the thumb gently.



### Benefit

Stimulates the cardiovascular system and has a direct connection to the fascia around the heart.

## Step.9

Gently pull out each finger while rolling sideways. Start with index, then middle, ring and baby finger.



### Benefit

Loosens finger joints and can relieve accumulated pain and tension.



## Step.10

With a circular motion, turn the hand. A final movement towards the elbow and back down towards the hand finishes the massage and you can gently lay down the hand.



### Benefit

Finishes the massage and calms.







BEAUTY BORN  
FROM SCIENCE

