



body energy

spas

## **Body Energy for the spas who care**

The Body Energy Treatment is ideal for spas and salons that recognise the link between fantastic health and youthful beauty. The Body Energy Concept uses a treatment and lifestyle plan to boost the body's energy, which is constantly being depleted by the stresses and strains of modern living.

More and more people are looking for something other than traditional beauty treatments or massages when they visit a salon or spa. Many are looking for something that will change their health without using drugs. This can be achieved by strengthening the body by building up their energy, which gives them a real lift, both physically and emotionally. Through the unique and revolutionary Body Energy Programme your clients can discover a whole new irrepressible resilience, strength and enthusiasm for life, and realise that everyday they can be on sparkling top form.

The beauty of The Body Energy Treatment is that it's just as suitable for tired yummy mummies as it is for the stressed-out, workaholic executive. The programme will be the perfect addition to your spa, as it links the world of beauty and healthcare seamlessly – by increasing body energy, your clients will not only feel better, but look younger too with glowing skin, lustrous locks and clear bright eyes.

By offering The Body Energy Treatment your spa will:

- Increase turnover within your existing client base
- Ensure a high success rate and profitable business due to fast, effective, proven results
- Recoup costs while training
- Keep ahead of the market
- Expand your therapists' knowledge and give them transferable skills
- Have a healthy and energised team of therapists
- Expand your client base with our national PR campaign
- Permanently change your clients' health
- Make your clients look younger
- Fulfil your responsibility for your clients' health

By offering The Body Energy Treatment your clients will:

- Achieve tangible results after a one hour session
- Achieve an 80% success rate with common health problems, which have resulted from energy depletion
- Achieve improved vitality, enthusiasm and mental clarity, reduce stress levels, aches and pains and improve sleep patterns

The Body Energy Treatment is a non-invasive, relaxing, therapeutic, natural treatment, which achieves a phenomenally high success rate by understanding how modern day stresses affect our health.

To register your therapists for our next training course, please fill in the form at the back of this booklet. If you have any further questions please feel free to call.

Kind regards

Fiona Slatter  
Founder and Managing Director

## **Introduction**

In just the last 5 years the spa industry has seen a massive growth of 20%, because as a nation we are looking after our bodies more carefully, so we can look and feel better and minimise the effects of ageing. As forward-thinking spa professionals you can increase this growth by understanding the important link between health and beauty.

Spas have the potential to become the healing sanctuaries of the future and The Body Energy Company has recognised this trend and developed a unique, safe, non-invasive therapeutic healing treatment to radically change your clients' health. The Body Energy Treatment boosts and maintains the energy in our bodies that can become dangerously low as the stresses of modern living take their toll. With powerful Body Energy Treatments your clients will discover a new strength and enthusiasm for life, be on top form everyday and achieve glowing skin, clear bright eyes and lustrous locks.

But if the energy is allowed to remain low it will eventually affect the body making it vulnerable to physical and emotional problems ranging from I.B.S and migraines, to depression, anxiety and stress. So if you want your clients to feel fantastic every day you need to boost and maintain their energy flow on a regular basis.

The pioneering techniques used by The Body Energy Concept ensure the body's vital energy is at its absolute maximum and this is achieved in two ways:

- The bespoke lifestyle programme personalised for each client will combat stress, illness, lack of sleep, poor diet and environmental factors.
- By applying customised pressure pads to energy points all over the body in a specific sequence you will boost the whole body. This is important as your problem may not be where you are feeling pain or experiencing problems.

The Body Energy Company is aware of the every-changing spa market, which is why we have developed an excellent on-going business support package tailored to your marketing needs.

## **Techniques**

The unique and pioneering approach behind The Body Energy Programme provides a selection of tools and techniques, so that a wide range of conditions and problems, both emotional and physical, can be treated. These are:

Body Energy machine  
Magnets  
Manual compression  
Dynamics of food  
Lifestyle adjustments

- **The Body Energy Machine**

The hi-tech Body Energy machine has been developed to stimulate key energy points which clear the channels through the whole body using small suction pads which are therapeutic and non-invasive. Its design uniquely builds up energy flow so it can search out where energy is most needed so the body can become strong and rebalance. It is this original approach that results in the outstanding success achieved in the Body Energy Treatment, irrespective of the patient's physical or emotional condition.

- **Magnets and Manual Compression**

After years of research and application the team realised there was more to an injury than just damage to a localised area. Nodules can actually be the underlying cause of many injuries. So they developed innovative techniques, using magnets and compression, to eliminate these nodules which can build up across the entire energy system.

- **Dynamics of Food**

Good energy from food and not just empty calories are essential for vitality, health and wellbeing. The dynamics of food are discussed with each patient so they can get the very best out of what they eat.

- **Lifestyle Adjustments**

Energy depleting habits such as late nights, eating at the wrong times and not in season are discussed with each patient and lifestyle adjustments are recommended.

## **Treatment Programme**

The Body Energy Treatment has an incredible 80% success rate with common conditions and injuries.

Addictions  
Anxiety  
Arthritis  
Back and joint pain  
Depression  
Digestive problems  
Fertility problems  
Hormonal problems  
Injuries  
Insomnia  
Lack of energy  
Migraine  
Respiratory problems  
Sinusitis  
Skin problems  
Spots  
Stress

Patients having treatments will also experience:

Weight loss  
Improved complexion and skintone  
Reduction of fine lines  
Clearer, brighter, more sparkling eyes

The number of sessions required varies enormously from person to person depending on age, state of health, stress levels, medical history and for how long the problem has been going on. But an improvement will be seen after each treatment.

One off treatments are fantastic for general wellbeing and for reducing stress levels. And the lifestyle advice offered as part of each bespoke treatment tailored to the individual patient, also enables them to continue to improve at home.

## **Application Procedure**

If you are interested in taking the Body Energy Programme into your spa then you will need to have your therapists re-trained in Body Energy. They will need to have an existing alternative or allopathic qualification, or a beauty qualification that includes anatomy and physiology. We also offer a Foundation course for new recruits who don't have any existing qualifications, and this is taken prior to the main training course. Once qualified, a diploma is awarded to every new Body Energy Practitioner stating that they are eligible to take out professional indemnity/public liability insurance and become a member of the British Register of Complementary Practitioners, which is accredited by the Institute for Complementary Medicine.

## **Interview Process**

We offer an interview for every new trainee to ensure that:

- They are committed to The Body Energy Company
- They meet the required training criteria
- All queries are clarified before embarking on a course
- All necessary support is provided
- The Body Energy Company is the right career choice for them

## **Syllabus**

The Body Energy Programme syllabus includes a wide ranging selection of topics with the aim of fully preparing your spa for the challenges you meet in the competitive market of complementary therapy.

- **Introduction to Body Energy**

The philosophy behind the Body Energy Programme combined with an explanation and practical demonstration of energy fields and how they affect health and vitality.

- **Reading the Feet**

A discussion and practical session on the information that can be taken from looking at feet, including ridged fungal nails, calluses and bunions.

- **Understanding Meridians**

Discussion on what can be revealed through a knowledge of the body's meridians. This module explains why various problems occur, including spots, rashes, broken veins, sluggish lymph and puffy eyes.

- **Case Histories**

Training on the format and detail required when taking a patient's medical history and creating a case study.

- **Five Elements Theory**

Why do certain people have a tendency towards weight gain, cravings, water retention, or muscular aches and pains? This explains how understanding the 5 Elements allows you to find out more about a patient's symptom profile.

- **Facial Diagnosis**

Discussion and practical application of the knowledge that can be gained from the lines, colours, tones and condition of the complexion and what that reveals about the body.

- **Basic Dietary Principles**

The right food choices prevent cravings and help find the client's optimum weight, and then keep it stable. This module discusses balancing and energising the body through food.

- **Geopathic Stress**

Information on the earth's natural energies and the effect they have on health and vitality.

- **Shielding**

Exercises to protect and maintain practitioner health and vitality.

- **Application**

Practical training on the use of the Body Energy Treatment machine and the application of pad sequences.

- **Injury Techniques**

Instruction on a specific approach to removing muscle spasms.

- **Conditions**

Further information to assist in the healing of specific complaints.

- **The British Register of Complementary Practitioners**

Information on the Register that new practitioners are required to join.

- **Final Exams**

All elements of the course - theory, practical and course work (dissertation and case studies) - are examined and marked by an external assessor.

## **Training Programme**

The duration of the training course is 6 months and includes:

- 15 days contact training
- 100 hours general practical; keeping detailed case histories
- 30 hours injury practical; keeping detailed case histories
- 2 hours (approximate) each week home study
- Continual assessments
- Theory and practical exams

## **Cost Schedule**

Tuition fees are £1,500 + VAT (the Foundation course is £900 + VAT, see Application Procedure). The tuition programme is explained in the next section and it includes 15 days training, exams and graduation (to which each newly qualified practitioner may bring up to 3 guests). Upon qualification you will become a member of the British Register of Complementary Practitioners.

We offer two styles of machine:

1 Freestanding            £3,500 + VAT

2 Table Top                £3,000 + VAT

The Body Energy Company student insurance – £59.95 per year – enables trainees to charge for treating case studies, which covers the course fees.

## **So, what could you potentially earn in your spa or salon if you take on The Body Energy Programme?**

South East:    £50 per hour  
                  6 clients per day  
                  4 days per week  
                  £1,200 weekly income

Midlands:        £35 per hour  
                  6 clients per day  
                  4 days per week  
                  £840 weekly income

## **The Body Energy Business Support Programme**

The spa market is an ever changing and varied industry and so we make sure that our flexible business support programme can be tailored to meet your particular requirements. The support we offer includes:

- On-line support
- Continuous development programme
- Annual monitoring visits to ensure standards are maintained
- National PR campaign to increase clients through your doors
- A free listing on The Body Energy Company website
- Excellent referral system
- Annual marketing plan
- Body Energy Company stationary and promotional materials

## **Standards**

We employ the following training standards to ensure that each and every patient treated by The Body Energy Concept is given the highest standard of care.

These standards are:

- Every spa is monitored annually to ensure results and standards are being maintained.
- On-going support for your practitioners' training to keep you ahead of new ideas and developments.
- Professional Indemnity Public Liability insurance of £2,000,000 is arranged for each practitioner.
- Each practitioner will become a member of The British Register of Complementary Practitioners, which is accredited by the Institute for Complementary Medicine.

These standards will ensure that:

- Your clients are supported through their lifestyle changes to establish good health.
- Clients regain their health as quickly as possible.
- The journey to good health is enjoyable for your clients.
- The working environment is safe and comfortable for the client and practitioner, and provides the highest standards of care and confidentiality.

## **Case Studies**

Everyone can benefit from The Body Energy Treatment. Visible results can be seen after every treatment and they include radiant looking skin, fading of dark under-eye circles, clearer, brighter sparkling eyes and plumped out fine lines and wrinkles

The case studies outlined below highlight Body Energy's role in restoring, boosting and then maintaining energy.

### **Female aged 30**

She suffered from terrible PMT, dry skin, spots and digestive problems, which caused severe bloating. After five treatments all symptoms had completely vanished, she lost weight, had clearer skin and recovered her cheerful, positive outlook on life.

### **Female aged 40**

She uses The Body Energy Treatment during the Spring and Autumn months in order to maintain her energy flow, which keeps her health and vitality at optimum levels all year round.

### **Female aged 50**

Chronic back pain, food cravings and exhaustion hit her in middle age, but after one treatment, the food cravings stopped, her sleep improved and she felt bursting with vitality for the first time in ten years. Three treatments later and she had lost weight, her back pain improved and she was able to exercise. By the end of the course of treatments she was looking and feeling fantastic and able to enjoy life again.

### **Male aged 56**

Chronic back pain and lack of energy due to a hectic executive schedule left this client feeling unfit, unhealthy and unwell much of the time. The bespoke Body Energy Programme gave him dietary changes that were easy to make without disrupting his lifestyle. After six treatments, the back pain stopped, and he became more productive at work due to his boosted vitality and energy.

## **Registration Form**

Company

Address

Post Code

Tel.No

Fax

E-Mail

Name of Therapist  
Qualifications

Name of Therapist  
Qualifications

Name of Therapist  
Qualifications

Name of Therapist  
Qualifications

Please send this completed registration form to:

Body Energy

c/o 44 Portland Place

London W1B 1NE

Telephone: 08456 126621

Fax: 020 7487 3971

Email: [enquiries@bodyenergy.com](mailto:enquiries@bodyenergy.com)

Website: [www.bodyenergy.com](http://www.bodyenergy.com)