

# Who am I?



- The Founder of the International Massage Association.
- The CEO of the World Championship in Massage.
- The Founder of the International Massage Teacher Courses.



Kinga Jenei,  
Hungary



# The International Massage Association

- IMA aim to develop and promote the various massage techniques which are practiced by experienced Massage Therapists worldwide.
- [IMA Academy \(Massage Masterclasses\)](#)

International  
Teacher  
School





# ROMANIA

The Massage  
therapist of  
tomorrow –  
What is good  
Massage?







Thailand the World's Best Massage Nation 2022





How and what to improve...?

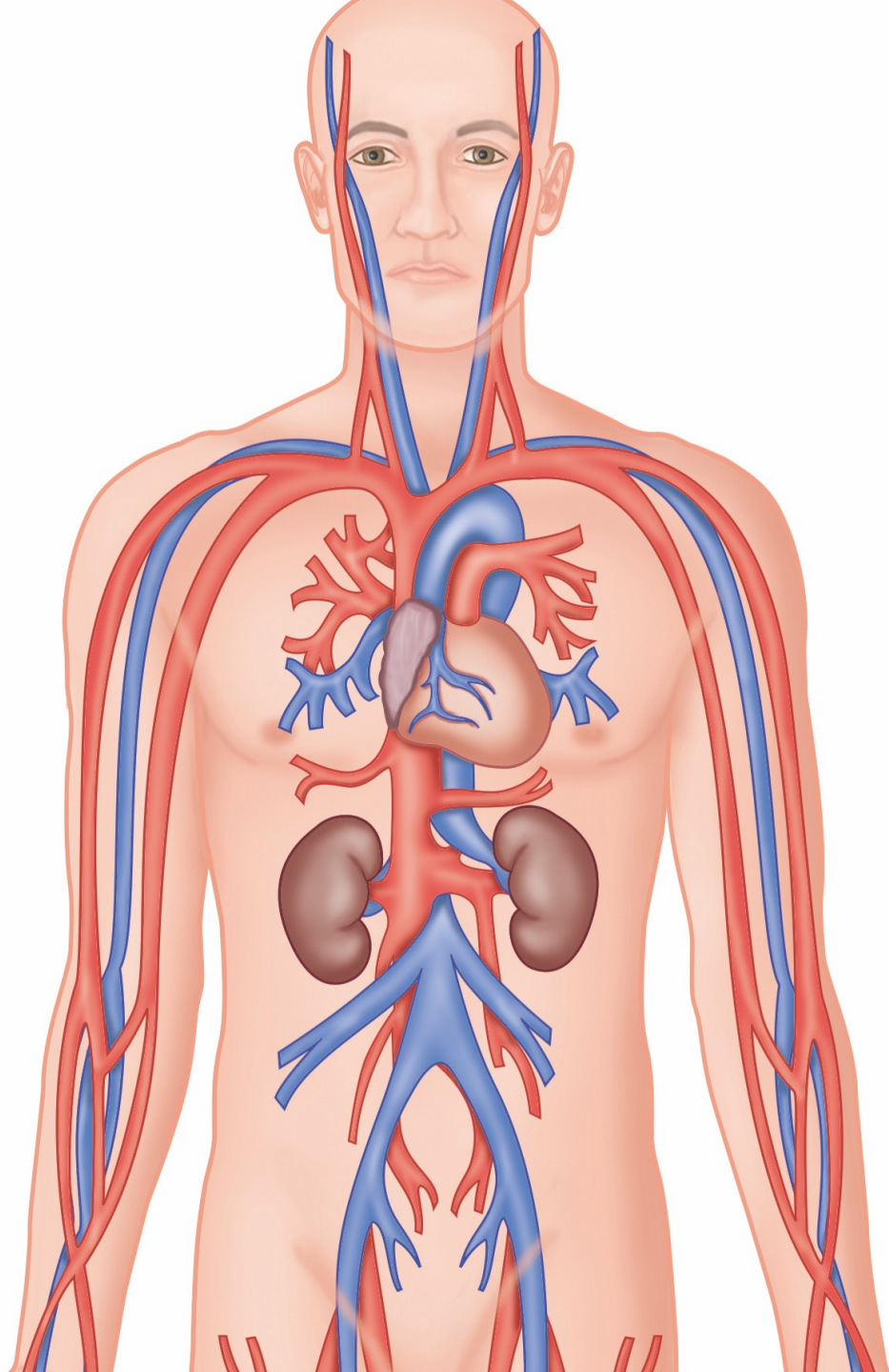


What kind of Personality?

Open, smiling, kind,  
professional, confident,  
presentable...?

---



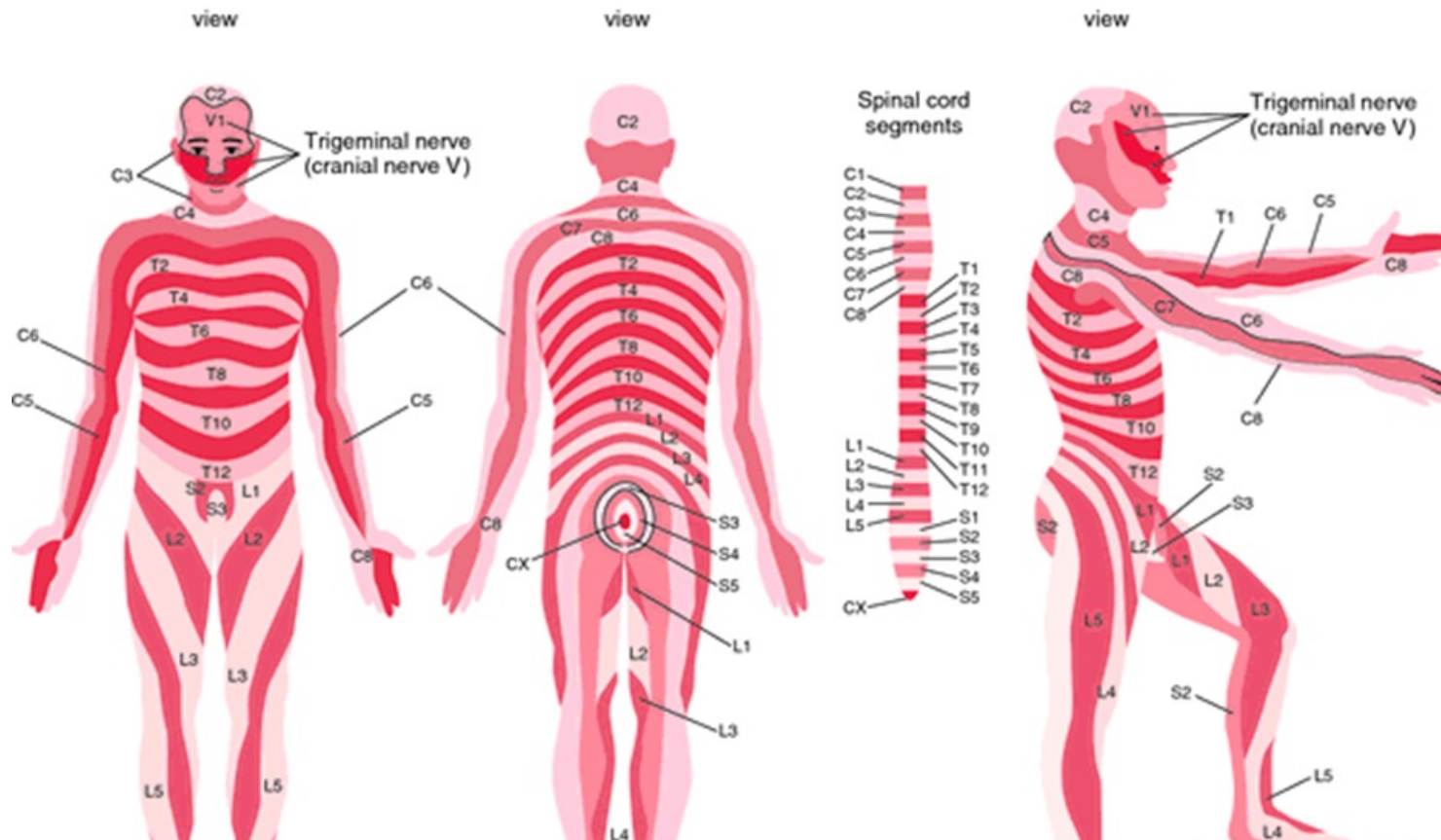


# Circulatory system (Blod system)

- Massage towards the heart?



# What is a segment?



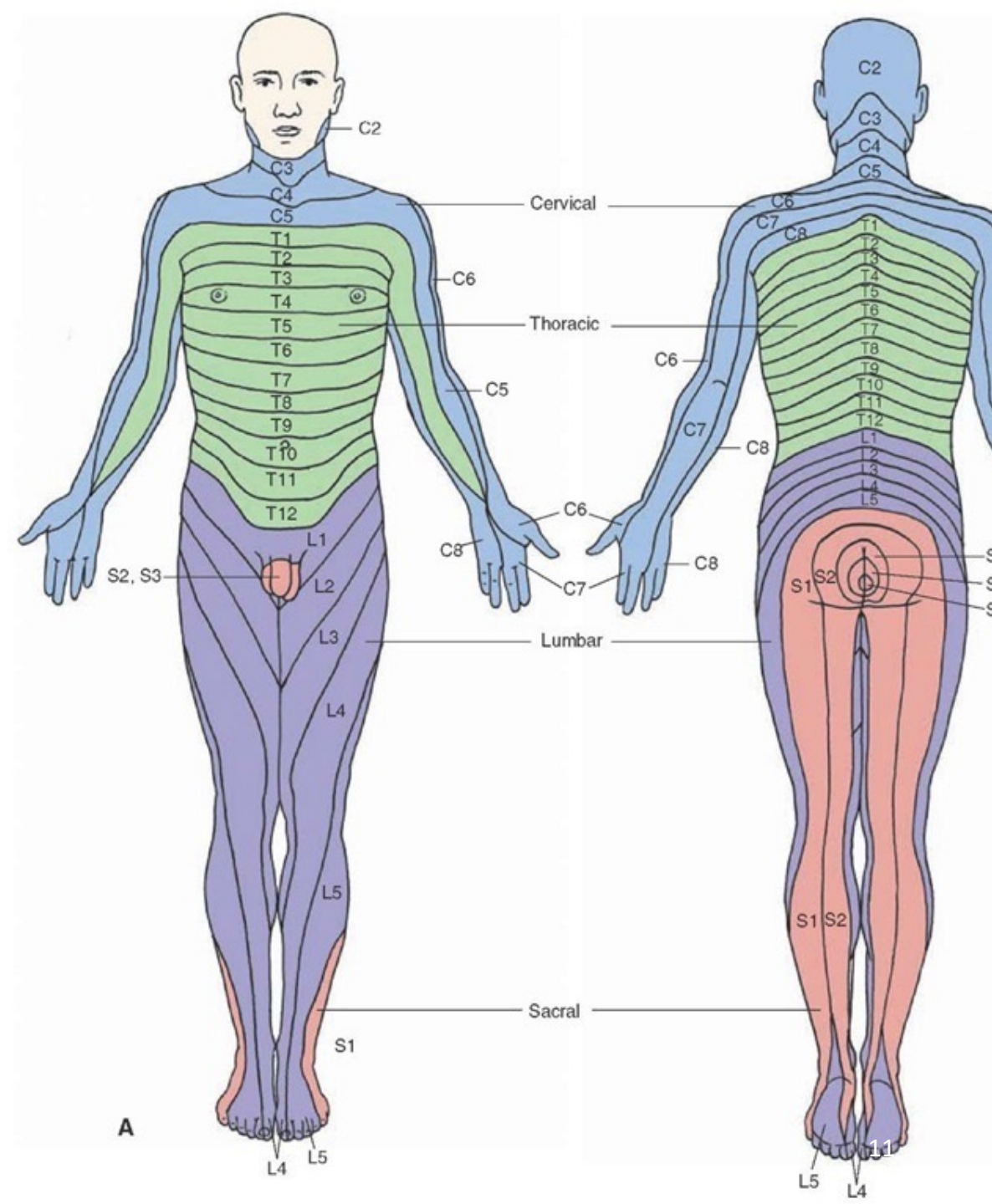
- Body segments are parts of the body where the muscles work together horizontally. When you clench your jaws, you also tense the muscles in your neck. If you tense the chest, you also tense the muscles in the back.

## Segment and Muscle Armor....

- The natural function of the muscles is to contract and then relax again. If the muscles do not relax between contractions, chronic muscle tension occurs. These can then slowly develop into a muscle armor.



Akupressur og segmentbehandling



How to  
work with  
muscle  
armor...?

---

Begin ventralt (medial),  
begin by the spine and work  
your way out?

---

Work Quadriceps and Tibialis  
anterior after treating the  
lower back ect....



# What is good massage in the Future?

## Importen

- 1) Touch/pressure/depth
- 2) Stretching
- 3) Mobilizations of joints

## Importen

- 1) The massage method
- 2) Wellness
- 3) New experience





Massage, Stretching & mobilization







Add a New Experience



Statistically 1/3 of the clients, change massage therapist if the massage therapist cannot offer a new experience.



# What to consider?

---

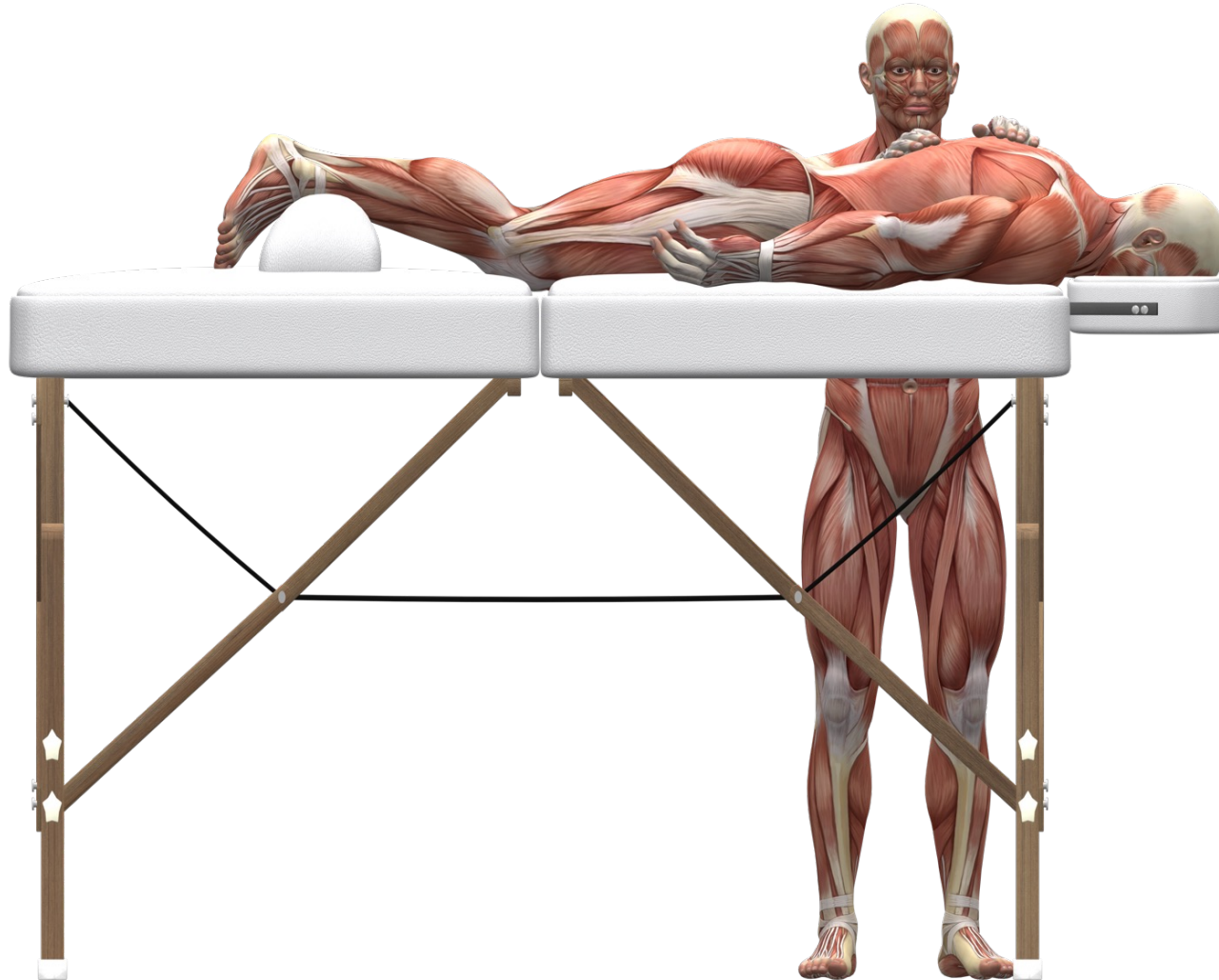
- Techniques
- Ergonomics
- Flow
- Innovation and Development of new methods
- Client contact
- Recipient feedback



# Does the therapist follow the Building up massage rules?

- 1) Does the therapist gradually build up the Massage?
- 2) Does the therapist give Massage to the whole muscle? (possibly the whole muscle group)
- 3) Does the therapist takes into consideration the duration of the warm-up (Big muscle – small muscle)?
- 4) Does the therapist avoid unnecessary pain when giving deep tissue massage?
- 5) Does the therapist keep a hand on the patient / client at all times?
- 6) Does the therapist massage towards the heart / or away?
- 7) Does the therapist know, How long he or she can give massage at the same place?

# Working Techniques and Ergonomics







# How the therapist relate to hygiene

# How the therapist finish the treatment



SERVICE  
SCHOOL **RED**\*



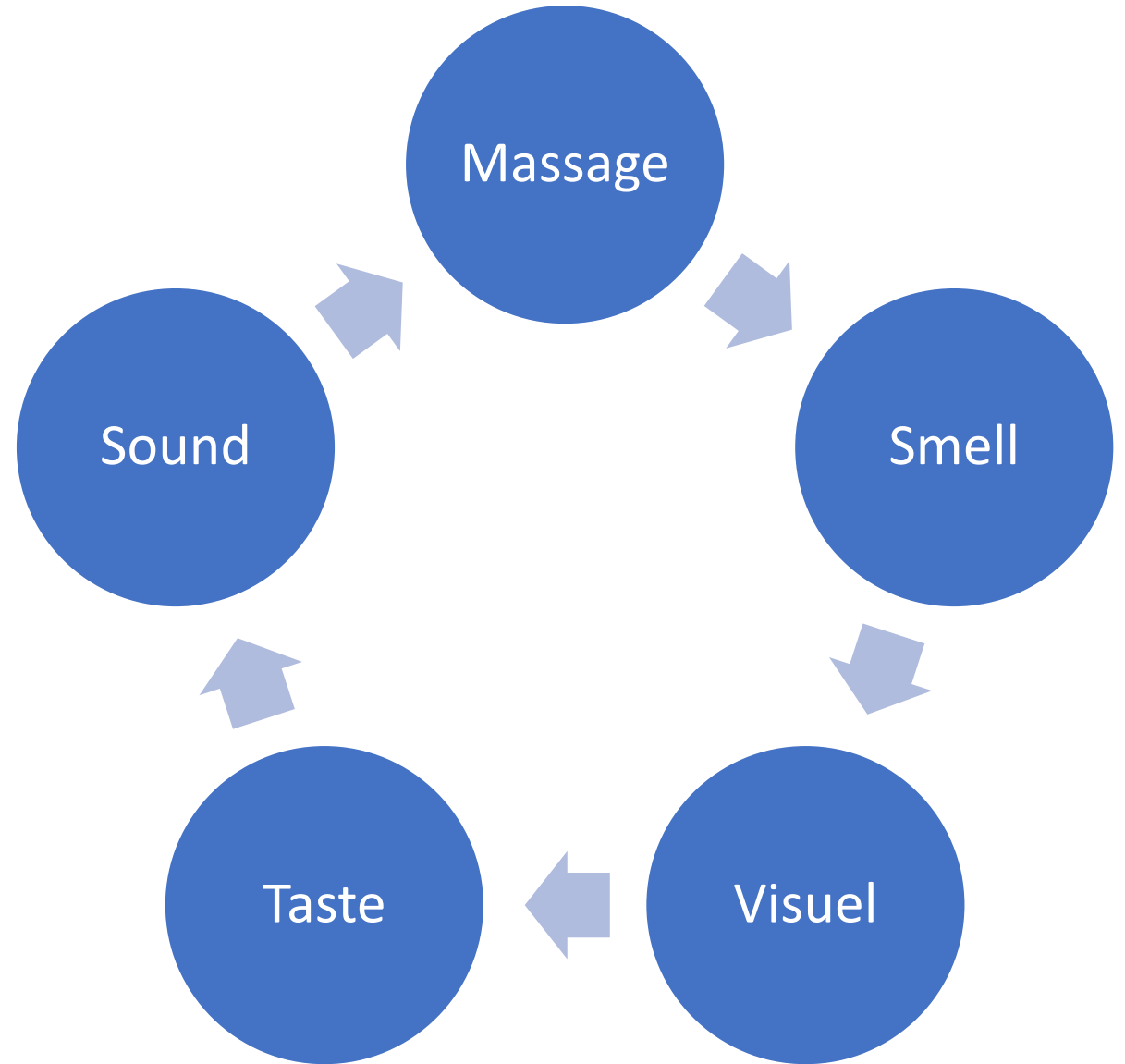
# Examples of “right” methods

---

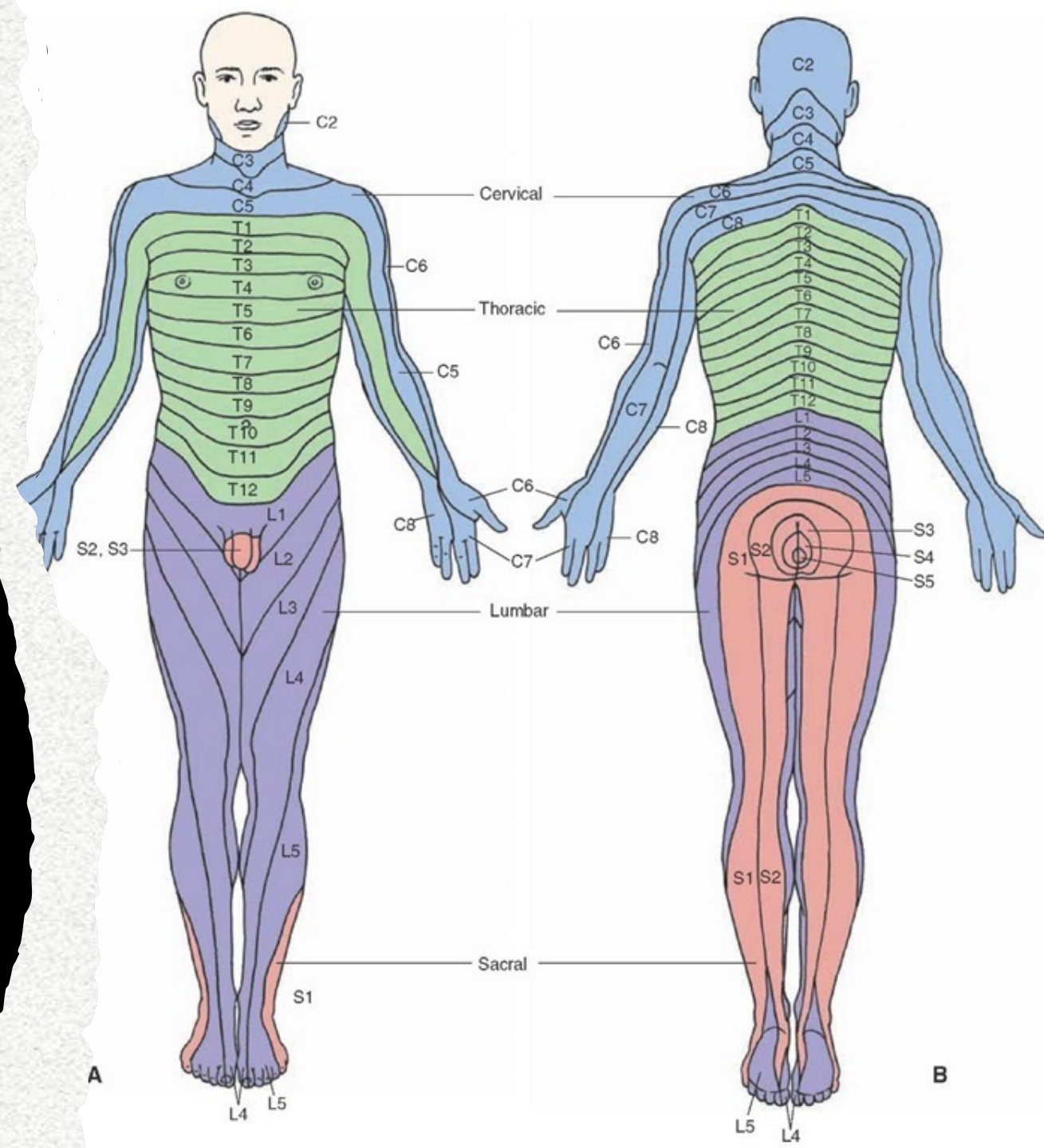
- 1) Thai massage for those who lack flexibility in the body?
- 2) Shiatsu and Tuina for those who need energy?
- 3) Sports massage for athletes?
- 4) Chair massage for office employees?
- 5) Wellness massage for stressed people?
- 6) Swedish massage for everyone?
- 7) Facial Massage for stressed people and for beauty?



# Remember....



Back to where and  
how to work....



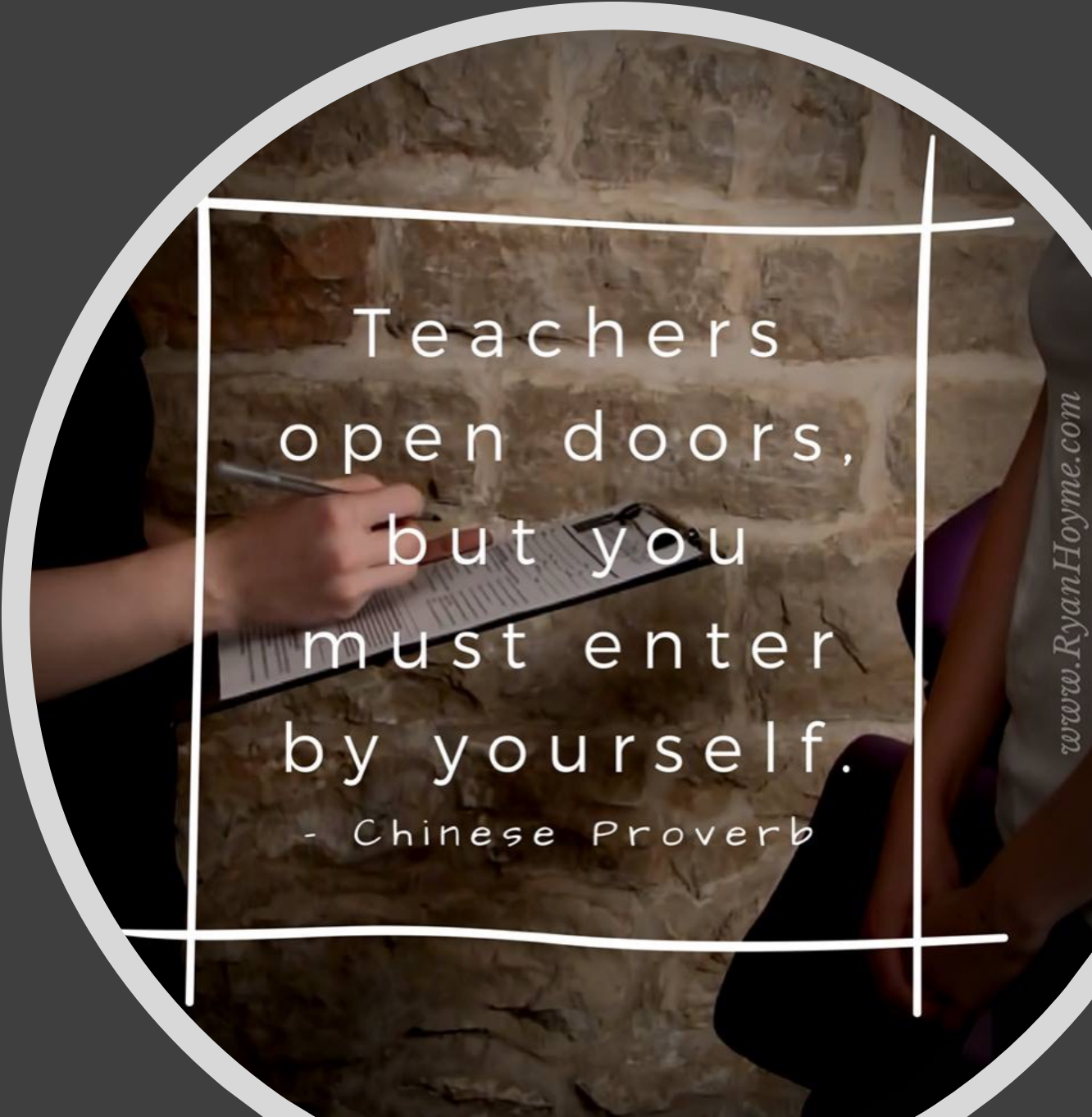


# Kinga Jenei

Chair massage, an amazing method where you can integrate both stretching and mobilization, as well as wellness and it will be a new experience.



Thank you,  
remember:



Teachers  
open doors,  
but you  
must enter  
by yourself.  
- Chinese Proverb





# Questions?