CHAPTER 15:
aveda relaxing massage techniques
aveda relaxing massage techniques

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aveda relaxing massage

In this section, we will explore the theory of Swedish Massage that provides the foundation for the signature Aveda Relaxing Massage Techniques. Please read and be familiar with all the information in this section before your first workshop on Aveda Relaxing Massage. Once you have studied this information and experienced the learning activities with other participants, you should be able to reach the objectives outlined below.

learning objectives

• To describe the theory of relaxing massage and how it works
• To identify the techniques used in the Aveda Relaxing Massage
• To perform the Aveda Relaxing Massage

homeplay

WHEN YOU HAVE READ THE INFORMATION IN THIS SECTION, PLEASE ANSWER THE FOLLOWING QUESTIONS:

1. What is Swedish Massage?

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2. How does the Aveda Relaxing Massage affect the body’s systems?

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1: Aveda Relaxing Massage Theory

Swedish Massage

Swedish Massage manipulates muscle tissue by a series of manipulative massage movements. Results of the massage will depend on the amount of pressure, direction of movement, and the duration of each type of manipulation.

Manipulative Massage Movements

**Effleurage**

Stroking; light continuous movement applied to the skin with the fingers (digital) and palms (palm) in a slow and rhythmic manner.

**Petrissage**

Kneading; skin and flesh are grasped between the thumb and forefinger. As tissues are lifted from their underlying structures, they are squeezed, rolled, or pinched in a light, firm pressure. This is the primary manipulation in Dr. Jacquet Massage.

**Friction**

Deep rubbing; maintains pressure on the skin, while the fingers or palms are moved over the underlying structures. Increases circulation.

**Tapotement**

Percussion; tapping, slapping, and hacking movements. Stimulating.

**Vibration**

Shaking; rapid muscular contractions in the arms of the esthetician, while the balls of the fingertips are pressed firmly on the point of the application (pressure points).

Why Massage?

Massage creates a sense of well-being, improves circulation, and reduces stress. Results of the massage will depend on the amount of pressure, direction of movement, and the duration of each type of manipulation.

Study Points:

- **Swedish Massage**
  - Positive Effects
  - When to Choose the Aveda Relaxing Massage

Definition

Dr. Jacquet Massage

Le Pincé de Jacquet, or the Jacquet Technique, was developed in France in the early 1900s by its namesake who stimulated the facial hypodermis by using a gentle pinching technique, manipulating delicate facial connective tissues with his fingers. This vigorous, repetitive mobilization of the facial skin helped to tangibly decrease lines and wrinkles.
positive effects of massage on the body

RESPIRATORY SYSTEM
Essential to the growth and movement of the body, the respiratory system is affected positively by the Aveda Relaxing Massage. As the guest takes in deep breaths at the beginning of the massage, there will be an enhanced exchange of oxygen and carbon dioxide. By pressing gently but firmly with your palms resting on the décolleté, you will encourage deep exhalation, which will assist in expelling stale air out of the lungs.

Poor oxygenation will result in:
• Dull-looking complexion
• Dry, dehydrated skin that looks rough and flaky
• Uneven skin tone (may appear greyish)

NERVOUS SYSTEM
Aveda Relaxing massage is a western inspired technique that concentrates on using primarily effleurage massage strokes to help relax the nerve endings of the face and décolleté. The types of manipulations used are beneficial for individuals who are feeling nervous or stressed.

The nervous system provides vital communication lines between the external world and our internal world, guiding our bodies to become more active or more passive.

The nervous system affects several skin functions:
• Temperature regulation
• Sebaceous secretions
• Circulation to the skin
• Fighting infection
• Sensitivity
• Muscle movement
• Sensation

study points:

• SWEDISH MASSAGE

• POSITIVE EFFECTS

• WHEN TO CHOOSE THE AVEDA RELAXING MASSAGE

DEFINITION

respiratory system

n: The integrated system of organs involved in the intake and exchange of oxygen and carbon dioxide between an organism and the environment.

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nervous system

n: The system of cells, tissues, and organs that regulates the body's responses to internal and external stimuli. In vertebrates it consists of the brain, spinal cord, nerves, ganglia, and parts of the receptor and effector organs.

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positive effects of massage on the body CONTINUED

MUSCULAR SYSTEM
The Aveda Relaxing Massage affects the muscles of the face, neck, décolleté, and shoulders.

The number of repetitions of each movement in the Aveda Relaxing Massage will determine the benefits. The goal is to improve muscle tone and function leading to an overall positive impact on the face.

two layers of facial muscles
Facial muscles are layered and lie under the subcutaneous layer of the skin. The upper layers of the muscle structure are responsible for facial expressions, and the lower layers of muscles are responsible for movement of the face (e.g. chewing and talking).

DEFINITION
muscular system
n: Muscles are made up of millions of tiny protein filaments that work to produce motion in the body. There are more than 600 muscles in the human body. Each is served by nerves that link it to the brain and spinal cord.

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activity:
Color and label all muscles shown.
1: aveda relaxing massage theory

when to choose the aveda relaxing massage

AVEDA RELAXING MASSAGE BENEFITS THE FOLLOWING SKIN CONDITIONS:
- Dry, dull complexion
- Mature skin
- Dehydrated skin
- Skin that is sullen, lack of circulation
- Skin with no open blemishes on the surface

AVEDA RELAXING MASSAGE IS ALSO SUITABLE FOR THE FOLLOWING CONDITIONS:
- Guests under emotional stress who need to relax
- To balance Infinity/Air nature

DO NOT PERFORM AVEDA RELAXING MASSAGE IF THE GUEST HAS:
- Open pustules on the skin
- Rosacea or other extreme skin sensitivities

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DEFINITION

rosacea

n: A chronic dermatitis of the face, especially of the nose and cheeks, characterized by a red or rosy coloration, caused by dilation of capillaries, and the appearance of acne like pimples. Also called acne rosacea.

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study points:

- SWEDISH MASSAGE
- POSITIVE EFFECTS
- WHEN TO CHOOSE THE AVEDA RELAXING MASSAGE
commonly asked questions

1. **What is Swedish Massage?**
   The theory that the Aveda Relaxing Massage is based on Swedish Massage, which uses a series of manipulative massage movements, primarily effleurage, to manipulate deep muscle tissue.

2. **How does relaxing massage affect the body's systems?**
   It enhances oxygen and carbon dioxide exchange in the respiratory system, soothes the nervous system, and tones the muscle system of the face, neck, and décolleté.

3. **Which skin conditions benefit from the Aveda Relaxing Massage?**
   Dry, dull complexion; sullen, mature, or dehydrated skin; or skin of a guest who is under emotional stress.

4. **Which skin conditions prohibit use of the Aveda Relaxing Massage?**
   The Aveda Relaxing Massage should not be performed if the guest has open pustules, rosacea, or other extreme skin sensitivities.

5. **Which Elemental Natures™ does the Aveda Relaxing Massage balance?**
   Infinity/Air natures.

6. **What is effleurage?**
   Continuous light and rhythmic stroking of the skin with the fingers and palms.

7. **Define petrissage and how it is used.**
   Grasping the skin and flesh between the thumb and forefinger to lift tissues and then squeeze, roll, or pinch in a kneading manner using light, firm pressure. It's used to reduce light wrinkles and improve circulation.

8. **How does friction differ from tapotement?**
   Friction is deep rubbing that increases circulation through maintained pressure. Tapotement is percussive, tapping, slapping, and hacking movements used to stimulate skin.

9. **Describe the vibration technique and when it is used.**
   While the balls of the fingertips are pressed firmly on a pressure point, the esthetician contracts the muscles rapidly in his or her arms to “shake” the point of contact.
aveda relaxing massage techniques

FACE AND NECK MUSCLES

activity:
Color and label all muscles of the face and neck.

the muscles of the face
In the Aveda Relaxing Massage, various manipulating movements in the techniques outlined in this section benefit muscles of the face and neck. For your reference, we provide the above “map” of the muscles in the human face and neck to study when reviewing the techniques learned in this section.

ACTIVITY: SCRIPT AND ROLE-PLAY INTRODUCING THE RELAXING MASSAGE TO THE GUEST

study points:
- FACE AND NECK MUSCLES
  - AVEDA RELAXING MASSAGE TECHNIQUES
2: aveda relaxing massage techniques

aveda relaxing massage techniques continued

1. RESTING POSITION

- Gently place the palms of the hands on the midline of the décolleté, forming a triangle with the thumbs gently resting in the hollow of the clavicle and the index fingers lightly touching.
- Invite the guest to take a deep breath. As the guest exhales, lean forward using your body weight to apply firm pressure to the upper chest. Release the pressure as the guest inhales. Avoid applying any pressure with your thumbs.
- Repeat this three times.

customizing the aveda relaxing massage to be the most effective for each guest

The relaxing massage sequence is always followed, however, depending on which areas of the face, neck, and décolleté need the most attention. The number of repetitions of each movement will vary and needs to be repeated 5-7 times to be effective. You will notice an increase in skin temperature and tone when the movement is performed effectively.

study points:

- FACE AND NECK MUSCLES
  - AVEDA RELAXING MASSAGE TECHNIQUES
AVEDA RELAXING MASSAGE TECHNIQUES

2: Aveda relaxing massage techniques

AVEDA RELAXING MASSAGE TECHNIQUES CONTINUED

2. UPPER-BODY HUG
• Bilaterally effleurage from the midline moving across the décolleté to the shoulders.
• Pause at the shoulders and gradually push the shoulders back toward the treatment table then down toward the hips.
• Effleurage down the inside of the arm then around the elbow.
• Effleurage back up the outside of the arm to the occipital.
• Perform three rotations at the occipital hollow.

Movement: Effleurage
Benefits: Relaxes nerve endings and is calming while increasing the sense of connection between the arm, trunk and head
Muscles affected: Pectoralis major, biceps, triceps, deltoids, trapezius, sternocleidomastoid

FACE AND NECK MUSCLES

• AVEDA RELAXING MASSAGE TECHNIQUES
aveda relaxing massage techniques continued

3. HALF UPPER-BODY HUG—RIGHT SIDE
- Secure the guest’s head with the left hand.
- Slightly turn the guest’s head to the left.
- Transition the palm of the right hand behind the guest’s right earlobe resting under the jaw line.
- Effleurage down the side of the neck pausing for a moment at the shoulder.
- Gently stretch the shoulder away from you, releasing tension in the neck and shoulder.
- Release the stretch and continue to effleurage down the inside of the arm and around the elbow.
- Effleurage up the outside of the arm to the occipital.
- Perform three rotations at the occipital hollow.

3: RIGHT-HALF UPPER-BODY HUG
Movement: Effleurage
Benefits: Increases range of motion stretch, relaxes tension in the neck and shoulders
Muscles affected: Sternocleidomastoid, deltoid, bicep, tricep, trapezius

study points:

FACE AND NECK MUSCLES

AVEDA RELAXING MASSAGE TECHNIQUES
2: aveda relaxing massage techniques

AVEDA RELAXING MASSAGE TECHNIQUES CONTINUED

4. HALF UPPER-BODY HUG—LEFT SIDE
• Transition hands and secure the guest’s head in your right hand.
• Slightly turn the guest’s head to the right.
• Transition the palm of the left hand behind the guest’s left earlobe resting under the jaw line.
• Effleurage down the side of the neck pausing for a moment at the shoulder.
• Gently stretch the shoulder away from you, while gently pulling the head toward you, releasing tension in the neck and shoulder.
• Release the stretch and continue to effleurage down the inside of the arm and around the elbow.
• Effleurage up the outside of the arm to the occipital.
• Perform three rotations at the occipital hollow.

4: LEFT-HALF UPPER-BODY HUG

Movement: Effleurage

Benefits: Increases range of motion stretch, relaxes

Muscles affected:
Sternocleidomastoid, deltoid, bicep, tricep, trapezius

study points:

FACE AND NECK MUSCLES

AVEDA RELAXING MASSAGE TECHNIQUES
aveda relaxing massage techniques continued

5. TRAPEZIUS FRICTION—MOVEMENT #1
• Maintain contact and transition hands to the base of the neck.
• Rest the palms of the fingers on the upper décolleté and the thumbs on the upper trapezius.
• Perform a deep back and forth movement across the back of the shoulders with the thumbs.
• Perform circular movements across the back of the shoulders with the thumbs.

5: TRAPEZIUS MOVEMENT 1
Movement: effleurage/circular friction
Benefits: releases muscular tension
Muscles affected: Trapezius

study points:

FACE AND NECK MUSCLES

AVEDA RELAXING MASSAGE TECHNIQUES
AVEDA RELAXING MASSAGE TECHNIQUES

continued

6. TRAPEZIUS FRICTION—MOVEMENT #2

• Effleurage the pads of the fingers around both shoulders.
• Continue to massage the trapezius with flat fingers.
• Transition the fingers to make a loose fist and continue to massage the trapezius with the back of the fingers and knuckles.

Movement: Effleurage/circular friction
Benefits: provides deeper relaxation of muscle tissue
Muscles affected: Trapezius

study points:

FACE AND NECK MUSCLES

AVEDA RELAXING MASSAGE TECHNIQUES
7: TRANSITIONAL UPPER-BODY HUG

Movement: Effleurage
Benefit: creates a fluid transition going from back to front. It relaxes nerve endings and is calming while increasing the sense of connection between the arm, trunk and head
Use no pressure: All transitional movements are only performed once to transition from one technique to another when needed

8. transitional upper-body hug
- Maintain contact and gently transition the guest's head back to the center.
- Effleurage up the back of the neck to the occipital hollow, palms facing up.
- Bilaterally effleurage to the back of the earlobes.
- Bilaterally effleurage under the jaw line toward the midline using the edge of the little finger side of the palms.
- Bilaterally effleurage down the sides of the neck.
- Transition to the resting position on the midline of the décolleté.
- Bilaterally effleurage from the midline moving across the décolleté to the shoulders.
- Pause at the shoulders and gradually push the shoulders back toward the treatment table then down toward the hips.
- Effleurage down the inside of the arm then around the elbow.
- Effleurage back up the outside of the arm to the occipital.
- Perform three rotations at the occipital hollow.
8. **AURICULAR MASSAGE**

- Maintain contact and transition to the earlobes.
- Perform circular movements up along the outer rim of the ears using the pads of the thumbs and fingers to the top of the ear and back down again.
- Perform circular movements up along the middle rim of the ears to the top of the ear and back down again.
- Perform circular movements with the pad of the index or middle finger on the inner flat area of the ear.
- Perform circular movements on the tragus.

**Benefits:** Stimulates circulation to ear region, a reflex zone for the entire body.
2: aveda relaxing massage techniques CONTINUED

9. DÉCOLLÉTÉ CIRCLE

- Maintain contact and transition hands to rest behind the earlobes.
- Effleurage the pads of the fingers of the right hand down the right side of the back of the guest’s neck, back of the shoulders, around the deltoid, across the décolleté, around the left deltoid, back of the left shoulder, up the back of the left side of the neck to rest in back of the left earlobe.
- Repeat this same sequence with the left hand.
- Continue to alternate hands back and forth.

9: DÉCOLLÉTÉ CIRCLE

Movement: Effleurage

Benefits: Increases circulation, relaxes décolleté region

Muscles affected:

Sternocleidomastoid, deltoids, pectoralis, platysma

study points:

FACE AND NECK MUSCLES

AVEDA RELAXING MASSAGE TECHNIQUES
aveda relaxing massage techniques CONTINUED

10. SCOOP AND SHOVEL
- Using the palm of the right hand perform a circular movement from behind the right earlobe, down to the clavicle around and up under the mandible, pause and gently lift. Make sure to cover the entire length of the neck.
- Using the palm of the left hand perform an effleurage movement covering the same area from the clavicle up under the mandible, pause and gently left. Make sure to cover the entire length of the neck.
- Continue this sequence of movements traveling from the right side to the left side and back again covering the entire width and length of the neck.

11. NECK ROLLING
- Maintain contact and spread the fingers.
- Using the entire length of the pads of the fingers perform alternating rolling and lifting movements beginning at the right side from the clavicle up under the mandible ending at the earlobe.
- Perform several alternating movements in one area before moving onto the next for best results.
- Continue the alternating movements working from the right side of the neck to the left side and then back toward the right side again.

10: SCOOP AND SHOVEL
Movement: Palm stroking
Benefits: increases circulation to the neck, lifting a sagging neckline and improving lines and wrinkles.
Muscles affected: Platysma, sternocleidomastoid

11: NECK ROLLING
Movement: Petrissage
Benefits: Uplifts a sagging neckline
Muscles affected: Platysma

study points:
- FACE AND NECK MUSCLES
- AVEDA RELAXING MASSAGE TECHNIQUES
aveda relaxing massage techniques CONTINUED

12. MANDIBLE SLIDE

- Maintain contact and transition the pads of the middle and ring fingers underneath the midline of the mandible. The fingers should be slightly bent and rest along the hollow region under the jaw line.
- Perform alternating effleurage movements along this hollow region toward the right earlobe several times.
- Perform alternating effleurage movements along this hollow region toward the left earlobe several times.
- Continue to alternative back and forth between the right and left sides of the jaw line.

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study points:

FACE AND NECK MUSCLES

- AVEDA RELAXING MASSAGE TECHNIQUES
aveda relaxing massage techniques CONTINUED

13. NASO-LABIAL MASSAGE
- Maintain contact and rest the pads of the middle and ring fingers of both hands under the midline of the mandible under the chin.
- Position the thumbs at the midline of the chin below the lower lip.
- Perform upward circular movements using the thumbs around the lips and up the entire naso-labial fold.

Movement: Circular friction
Benefits: Increases circulation to naso-labial folds, helps with deep lines
Muscles affected: Mentalism, quadratus labia inferioris, orbicularis oris, buccinator.

14. LIP SCISSORS
- Maintain contact and transition the pads of the middle and ring fingers of the right hand around the midline of the mouth.
- Effleurage laterally across the right cheek, in front of the ear and up the perimeter of the face to the right temple and pause.
- Transition the pads of the middle and ring fingers of the left hand around the midline of the mouth.
- Effleurage laterally across the left cheek, in front of the ear and up the perimeter of the face to the left temple and pause.
- Continue to alternate these two movements.

Movement: Effleurage
Benefits: Brings up circulation to mouth, helps with fine lines around the lips
Muscles affected: Orbicularis oris, buccinator, masseter

study points:

FACE AND NECK MUSCLES

AVEDA RELAXING MASSAGE TECHNIQUES
aveda relaxing massage techniques CONTINUED

15. CHEEK LIFT AND ROLL
- Maintain contact and transition the pads of the middle and ring fingers of both hands at the midline of the chin.
- Begin on the right side of the face, using the entire length of the fingers, transition to section one and perform an alternating rolling and lifting movement toward the right earlobe.
- Transition to section two beginning at the corner of the mouth and repeat the same lateral movement ending at the right middle of the ear.
- Transition to section three beginning at the flare of the nostril and repeat the same lateral movement ending the right temple.
- This sequence covers the lower, middle and upper portions of the entire cheek area.
- Transition the pads of the middle and ring fingers of both hands at the midline of the chin.
- Begin performing the sequence of movements following the three sections on the left side of the cheek area.

Movement: Effleurage
Benefits: Brings up circulation to mouth, helps with fine lines around the lips
Muscles affected: Orbicularis oris, buccinator, masseter

FACIAL MUSCLES

study points:
- AVEDA RELAXING MASSAGE TECHNIQUES

FACE AND NECK MUSCLES
16. FOREHEAD SLIDE

- Maintain contact and transition the palm of the right hand to the midline of the forehead in between the brows.
- Using firm, lifting alternate palm strokes move from the brow line to the hair line laterally across the right side of the forehead pausing at the right temple, making sure to cover the entire length of the right side of the forehead.
- Using the pads of the right middle and ring fingers transition to the midline of the mandible and effleurage laterally along the hollow toward the right earlobe.
- Continue the firm, lifting effleurage movement up in front of the right earlobe and along the perimeter of the face, pause at the right temple.
- Transition the palm of the left hand to the midline of the forehead.
- Using the same firm, lifting alternate palm strokes move laterally across the left side of the forehead, pause at the left temple, making sure to cover the entire length of the left side of the forehead.
- Using the pads of the left middle and ring fingers transition to the midline of the mandible and effleurage laterally along the hollow toward the left earlobe.
- Continue the firm, lifting effleurage movement up in front of the left earlobe and along the perimeter of the face, pause at the left temple.
- Transition the palm of the right hand to the midline of the forehead.

Movement: Effleurage, digital stroking
Benefits: Lifts jaw line, increases circulation to forehead, helps for horizontal lining of forehead
Muscles affected: Platysma, mentalis, masseter, frontalis
2: aveda relaxing massage techniques

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<thead>
<tr>
<th>17. FOREHEAD PRESSURE</th>
<th>18: FIGURE EIGHT</th>
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<tbody>
<tr>
<td>Movement: Effleurage/</td>
<td>Movement: Digital stroking</td>
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<tr>
<td>transitional movement</td>
<td>Benefits: Helps reduce edema</td>
</tr>
<tr>
<td>with no pressure</td>
<td>in eye area by stimulating</td>
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<td>Benefits: Releases</td>
<td>lymphatic flow, increases</td>
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<td>tension on the forehead</td>
<td>fine lines around eyes</td>
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<tr>
<td>Muscles affected:</td>
<td>Muscles affected:</td>
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<tr>
<td>Frontalis</td>
<td>Orbicularis oculi, corrugator, procerus</td>
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</tbody>
</table>

**Movement:**

17. FOREHEAD PRESSURE

- Maintain contact and transition both hands to the midline.
- Using the pads of the middle and ring fingers of the right hand circle around the orbital bone of the right eye and gently rest the right hand on the top of the nose.
- Using the pads of the middle and ring fingers of the left hand circle around the orbital bone of the left eye and gently rest the left hand on top of the right hand in a vertical position.
- Effleurage back along the midline of the forehead until the fingertips reach the brow line.
- Lean forward and apply firm pressure with both hands.
- Release the pressure.
- Twist the hands in a vertical hand over hand position.
- Lean forward and apply firm pressure with both hands.
- Release.

18. FIGURE EIGHT

- Maintain contact and using the pads of the middle and ring fingers of both hands over lap them and effleurage laterally moving right above the right brow, around and under the right eye, up over the left brow, under the left eye – creating a “figure 8” movement.
- Continue to repeat this movement around both eyes.
2: aveda relaxing massage techniques

aveda relaxing massage techniques CONTINUED

19. FRONTAL ZIGZAG
• Maintain contact and transition using the middle and ring fingers to the midline of the forehead in between the brows.
• Begin performing a zigzag movement from the brows back to the hairline.
• Transition to the right at the hairline and perform the movement toward the brow line.
• Repeat this sequence up and down laterally across the right side of the forehead completing at the right temple.
• Continue to repeat the sequence moving up and down laterally across to the left side of the forehead completing at the left temple.

19: FRONTAL ZIGZAG
Movement: Friction (deep rubbing)
Benefits: Helps horizontal lining of forehead by bringing circulation to area
Muscles affected: Frontalis, temporalis

20. FRONTAL CIRCLES
• Maintain contact and transition the pads of the finger tips to rest along the midline at the hairline.
• Effleurage the pads of the fingers along the perimeter to the temples.
• Circle around toward the midline of the face making sure not to come in contact with the cheek area.
• Effleurage back along the midline of the forehead at the hairline.
• Perform three large circles covering the entire forehead.

20: FRONTAL CIRCLES
Movement: Effleurage
Benefits: Relaxes
Muscles affected: Frontalis

study points:

FACE AND NECK MUSCLES

• AVEDA RELAXING MASSAGE TECHNIQUES
2: Aveda relaxing massage techniques

Aveda relaxing massage techniques CONTINUED

21. WALTZING THE FACE
- Maintain contact with the pads of the middle and ring fingers along the midline at the hairline.
- Following the perimeter of the face maintain contact, using no pressure, down to the midline of the chin.
- Cross over the right and left hands, transitioning them under the mandible.
- Using the pads of the middle and ring fingers, effleurage laterally following the hollow toward the earlobes.
- Transition in front of the earlobes along the facial perimeter with a firm, lifting effleurage.
- Cross over once again at the midline of the forehead at the hairline and repeat.

Movement: Digital stroking
Benefits: Lifts and firms the jaw line and emphasizes lymphatic flow

study points:

- FACE AND NECK MUSCLES
- Aveda Relaxing Massage Techniques
22. Upper-Body Hug

- Maintain contact and gently effleurage down the perimeter of the face using the pads of the middle and ring fingers of both hands down behind the ears.
- Transition the pads of the fingers under the jaw line, down the sides of the neck and onto the midline of the décolleté.
- Bilaterally effleurage from the midline moving across the décolleté to the shoulders.
- Pause at the shoulders and gradually push the shoulders back toward the treatment table then down toward the hips.
- Effleurage down the inside of the arm then around the elbow.
- Effleurage back up the outside of the arm to the occipital.
- Perform three rotations at the occipital hollow.

Study Points:

- Face and Neck Muscles
- Aveda Relaxing Massage Techniques
aveda relaxing massage

TECHNIQUES 1 THROUGH 12

1. Resting position
2. Upper-body hug
3. Half upper-body hug - right side
4. Half upper-body hug - left side
5. Trapezius friction - movement #1
6. Trapezius friction - movement #2
7. Transitional upper-body hug
8. Auricular massage
9. Décolleté circle
10. Scoop and shovel
11. Neck rolling
12. Mandible slide
2: aveda relaxing massage techniques

TECHNIQUES 13 THROUGH 22

13. Naso-labial massage
14. Lip scissors
15. Cheek lift and roll
16. Forehead slide
17. Forehead pressure
18. Figure eight
19. Frontal zigzag
20. Frontal circles
21. Waltzing the face
22. Upper-body hug
commonly asked questions

1. **Where is the Aveda Relaxing Massage positioned in a facial treatment?**
   Any facial massage is generally positioned after the refinement process or can be its own focus in a shorter treatment design.

2. **What products can be used for the Aveda Relaxing Massage?**
   Aveda oils, body formula, essences, or massage formulas.

3. **Swedish Massage manipulates deep muscle tissue by a series of massage movements. Results depend on which three variables of the massage?**
   The amount of pressure, direction of movement, and the duration of each type of manipulation.

4. **What is a positioning statement you can share with guests to introduce them to the Aveda Relaxing Massage?**
   “I am beginning the Aveda Relaxing Massage. This will consist of a series of deeply relaxing movements designed to improve the overall circulation, firm and tone the muscles of your face and neck. I invite you to release all the tension in your head, neck, and shoulders into my hands as I massage. Let’s begin by having you take in three deep breaths. Fill up your lower abdomen and lower back with air as you inhale…”

5. **What is the main manipulative massage movement used?**
   Effleurage.

6. **How many repetitions should be performed of each technique for it to be beneficial?**
   A minimum of 3-5-7 repetitions of each technique is recommended for the best results. You can also observe a color change in the skin as another way of determining if you have adequately improved the circulation to that area.

7. **Do I need to follow the exact sequence of the massage techniques or can I deviate from them?**
   The sequence that we have created is designed for a smooth and rhythmic flow to the massage, however, with more experience and additional training you may, in time, adjust your massage as needed to suit the individual needs of the guest making sure the flow is smooth, consistent, and is designed to work in a sequential way covering each muscle group.
measurement of acquired knowledge

aveda relaxing massage theory

FILL IN THE BLANKS OR CIRCLE THE CORRECT ANSWER(S).

1. Which skin conditions benefit from the Aveda Relaxing Massage?
   a. Dry, dull complexion
   b. Oil-rich, acne-prone skin
   c. Sullen, mature, or dehydrated skin
   d. Skin of a guest who has edema or a swollen face
   e. Skin of a guest who is under emotional stress

2. The Aveda Relaxing Massage:
   T   F   Balances Infinity and Air natures.
   T   F   Is perfect for guests with open pustules, rosacea, or other extreme skin sensitivities.
   T   F   Uses petrissage—grasping the skin and flesh between the thumb and forefinger to lift tissues and then squeezing, rolling, or pinching in a kneading manner with light, firm pressure.
   T   F   Uses friction—percussive tapping, slapping and hacking movements used to stimulate skin—as a technique.

3. How does the Aveda Relaxing Massage affect the body's systems?
   It enhances _____ and _____ exchange in the respiratory system, soothes the _____ system, and _____ the muscle system of the face, neck, and décolleté.

4. What is the vibration technique?
   a. Deep rubbing that increases circulation through maintained pressure.
   b. Percussive tapping, slapping, and hacking movements used to stimulate skin.
   c. With the balls of the fingertips pressed firmly on a pressure point, the esthetician contracts the muscles rapidly in the guest's arms to "shake" the point of contact.
   d. Continuous light and rhythmic stroking of the skin with the fingers and palms.

5. Swedish Massage manipulates deep muscle tissue by a series of massage movements. Results depend on which three variables of the massage?
   a. The amount of pressure, direction of movement, and the duration of each type of manipulation.
   b. How relaxed the guest is before he or she arrives, how long the massage lasts, and whether the guest tips or not.
   c. The amount of product used, the type of music on the radio, and the duration of each type of manipulation.

6. Where is the Aveda Relaxing Massage positioned in a facial treatment?
   T   F   Any facial massage is generally positioned after the refinement process or can be its own focus in a shorter treatment design.
measurement of acquired knowledge

aveda relaxing massage theory CONTINUED

FILL IN THE MOVEMENT, BENEFITS, AND MUSCLES AFFECTED FOR EACH OF THESE TECHNIQUES

1. Resting Position
   Movement: ________________________________
   Effects: ________________________________
   Benefits: ________________________________
   Muscles affected: ________________________________

2. Upper–Body Hug
   Movement: ________________________________
   Benefits: ________________________________
   Muscles affected: ________________________________

3. Right–Half Upper–Body Hug
   Movement: ________________________________
   Benefits: ________________________________
   Muscles affected: ________________________________

4. Left–Half Upper–Body Hug
   Movement: ________________________________
   Benefits: ________________________________
   Muscles affected: ________________________________

5. Trapezius Movement 1
   Movement: ________________________________
   Benefits: ________________________________
   Muscles affected: ________________________________

6. Trapezius Movement 2
   Movement: ________________________________
   Benefits: ________________________________
   Muscles affected: ________________________________

7. Transitional Upper–Body Hug
   Movement: ________________________________
   Purpose: ________________________________

name_______________________________________  date ______________________________________
participant signature _________________________   facilitator signature____________________________________
measurement of acquired knowledge

aveda relaxing massage theory CONTINUED

FILL IN THE MOVEMENT, BENEFITS, AND MUSCLES AFFECTED FOR EACH OF THESE TECHNIQUES

8. Auricular Massage
   Movement: ________________________________
   Benefits: ________________________________
   ________________________________

9. Décolleté Circle
   Movement: ________________________________
   Benefits: ________________________________
   Muscles affected: ________________________________

10. Scoop and Shovel
    Movement: ________________________________
    Benefits: ________________________________
    Muscles affected: ________________________________

11. Neck Rolling
    Movement: ________________________________
    Benefits: ________________________________
    Muscles affected: ________________________________

12. Mandible Slide
    Movement: ________________________________
    Benefits: ________________________________
    Muscles affected: ________________________________

13. Naso-Labial Massage
    Movement: ________________________________
    Benefits: ________________________________
    Muscles affected: ________________________________

14. Lip Scissors
    Movement: ________________________________
    Benefits: ________________________________
    Muscles affected: ________________________________

15. Cheek Lift and Roll
    Movement: ________________________________
    Benefits: ________________________________
    Muscles affected: ________________________________
measurement of acquired knowledge

aveda relaxing massage theory CONTINUED

FILL IN THE MOVEMENT, BENEFITS, AND MUSCLES AFFECTED FOR EACH OF THESE TECHNIQUES

16. Forehead Slide
   Movement: ________________________________
   Benefits: ________________________________
   Muscles affected: ________________________________

17. Forehead Pressure
   Movement: ________________________________
   Benefits: ________________________________
   Muscles affected: ________________________________

18. Figure Eight
   Movement: ________________________________
   Benefits: ________________________________
   Muscles affected: ________________________________

19. Frontal Zigzag
   Movement: ________________________________
   Benefits: ________________________________
   Muscles affected: ________________________________

20. Frontal Circles
    Movement: ________________________________
    Benefits: ________________________________
    Muscles affected: ________________________________

21. Waltzing the Face
    Movement: ________________________________
    Benefits: ________________________________

22. Upper Body Hug
    Movement: ________________________________
    Benefits: ________________________________
    Muscles affected: ________________________________

name_______________________________________  date __________________________
participant signature _________________________   facilitator signature ____________________________