

Gharieni &

TIP TOUCH
INTERNATIONAL
AUDIT CONSULTING TRAINING



WellMassage4D





WellMassage4D

High-tech and high-touch - the next generation's massage

Gharieni has a whole team of experts working on the development of extraordinary innovations. To achieve ideal results, we also cooperate with experts from other enterprises who complete our portfolio with their know-how. The resulting synergies allow us to develop top-class products and treatments like the Wellmassage4D which has been developed by Gharieni and Jean-Guy de Gabriac, CEO of the Belgian massage and spa specialist Tip Touch International. High-tech and high-touch join together to create an unprecedented massage experience of the next generation. Customers are not anymore massaged in a laid up position. The new signature

treatment with eight programmed lying positions was especially created for the spa table MLX. The specifically developed massage technique is an interplay of stroking, pressure massage and sliding massage applications, mobilisation and meridian stimulation - in other words a unique full-body treatment. Since it requires no prone position, the Wellmassage4D is suitable for pregnant or seriously overweight customers. The treatment offers ideal ergonomic working for the therapist since it allows no rigid unbalanced exposure. Moreover, the consumption of materials (for example, massage oils) is significantly lower than with conventional full-body

treatments. For the customer, the Treatment entails a high sense of security, because most of the parts of the body are covered during treatment.

The new WellMassage4D Treatment is available as a 50- and 80-minute treatment:

The 50-minute full-body variant is performed only in the dorsal position, the 80-minute version also includes a part in the prone position with focus on the back part.

The variant "Relax" (50 or 80 min.) Creates a pleasant relaxation and many additional effects and the variant "Deep" (50 or 80 min.) also loosens strained muscle groups in the deeper areas sustainably.

And the winner is ...

... WellMassage4D!



With the WELLNESS & SPA INNOVATION AWARD the German Wellness Association honors new and pioneering developments in the spa industry. As a unique signature treatment WellMassage4D convinced the jury in the category „Beauty & Body Care Treatments“.



In December 2016, Spa & Wellness México elected WellMassage4D as a winner of the „Spa & Wellness México 2016 Product Award“ in the category „Best Spa Furniture“.



In May 2016, the European Spa Association (ESPA) elected Wellmassage4D as the winner of the "ESPA Innovation Award" in the category "Innovative Spa Concept"

Step by step

The WellMassage4D in 8 steps



POSITION 1

At the beginning, the customer adopts the traditional massage position to "arrive" and get prepared to the upcoming symphony of touches.



POSITION 2

The higher position of 40° of the back and the light bending of the legs provide a relief in the lumbar spine. Head, neck and shoulder girdle are relaxed. This position allows the therapist to give a pressure massage without much physical effort.



POSITION 3

The customer's knees stay in the same position, while the back is being lowered in a 10° position. Hands, arms, shoulder blades and the lower back can be treated back-protecting as well as the front torso to the waist.



POSITION 4

The position of the back stays the same while the angle of the knees is being increased. The weight of the thighs is moved onto the hips, the thigh muscles are relaxed. These muscles can now be treated effectively with less physical effort.



POSITION 5

Lower legs and feet are positioned above chest height to massage the foot reflex zones.

POSITION 6

The legs are positioned one level higher, the back a little lower. This position supports the venous return of blood and of the lymphs coming from the lower extremities.

POSITION 7

The high position of the back and low position of the legs prepares the customer gently for the end of the treatment.

POSITION 8

In the end the customer remains in a sitting position and is able to get up without effort afterwards.

“WellMassage4D: Bringing together high touch & high intentions.”

Always in search of innovative developments, the idea of a totally new experience of wellness massage for guests and therapists brought two experts together: Sammy Gharieni, founder and CEO of Gharieni Group, and Jean-Guy de Gabriac, founder and CEO of Tip Touch International. To create a brand-new method of body treatments, the german manufacturer of high end spa & medical equipment, and the belgian spa & wellness educator teamed up. The result is a revolutionary new experience: WellMassage4D, designed by Jean-Guy de Gabriac exclusively for use on Gharieni's MLX treatment bed. This one of a kind WellMassage4D has just been honoured with the Wellness & Spa Innovation Award 2016 given at the Beauty in Dusseldorf. We talked to Jean-Guy de Gabriac about it.

"Amazing experience! Best flight in spa ever!" This is one of the many enthusiastic comments given by customers, who tried out the new massage experience at the Beauty in Dusseldorf. What makes WellMassage4D so unique?

Jean-Guy de Gabriac: WellMassage4D brings spa massage to a completely new dimension. It combines the full range of functionalities of high-technology driven wellness bed MLX, with eight specially pre-programmed bed positions, and manual signature techniques. The signature massage is a unique full-body treatment, including effleurage, petrissage, pressure points, mobilisations and meridian stimulations ... in order to provide unforgettable sensations. Bringing together high tech and high touch, definitely improves guests' ex-

perience with enhanced physiological benefits. Therapists also benefit: they enjoy better body mechanics to generate more results with less efforts.

Physiological benefits for guests and working benefits for therapists – what does this mean concretely?

Jean-Guy de Gabriac: So far 90 percent of massages are performed on a flat table. By the pre-programmed lying positions of the MLX their back and knees are slightly lifted. This reduces not only the weight on the lumbar area. In combination with the luxurious padding and the heated mattress this offers clients a completely relaxed position, which is perfectly suitable for pregnant (between 4 and 8 months), overweight or obese guests. For the therapist the MLX brings the guest in ideal treatment positions. So



he/she can carry out the specific bodywork sequences by mainly using guest's body weight, not sheer force. Massage therapists can get into the „flow“. As a massage is a conversation, not a monologue, therapists can more freely communicate with the guest's body and integrate body reactions into the treatment on the MLX – for a personalized wellness experience.

"Massage is a conversation" – that's your credo. What does it mean for the WellMassage4D?

Jean-Guy de Gabriac: The hands are like two big ears that therapists first use to listen to physical and nervous tensions, and then look for the door where guests let relaxation in (sometimes it's the lumbar area, nape, the abdomen, or the hands). Some massage protocols can be exhausting to perform for the therapist. Muscular pain as a result of over-arching back and bending neck, can limit the therapist's range of movement.

With WellMassage4D it's completely different. The new method helps therapists to prevent physical complaints and Stress Repetitive Injuries (SRI) with improved body mechanics.

What kind of USP offers WellMassage4D?

Jean-Guy de Gabriac: WellMassage4D can be enjoyed in two versions: "Relax" to float away from everyday tensions or "Deep" for those, who like to get some serious work done on their back and main muscle groups. Our new signature treatment offers two kinds of USP. A Unique Selling Proposition – giving you an edge vs. your competitors to sell Gift Certificates to new-comers & "spa virgins" who mainly want value for money. A Unique Sensorial Proposition – means a wellness experience, that takes guests by surprise, providing what they did not expect and making them want to come back for more.



Jean-Guy de Gabriac,
Founder & CEO
TIP TOUCH International

For both

For client and therapist the treatment on the WellMassage4D bed is a pleasure.





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