



# BODY WRAP

## BUSINESS & TRAINING

**BODYWRAPCAREER.COM**

# Table of Contents

Table of Contents .....	i
Legal Notice.....	iii
2006-2011 © Copyright Notice .....	iii
Disclaimer:.....	iii
Welcome to the Body Wrapping Business .....	iv
Section I – Body Wrap Business .....	1
Starting a Body Wrap Business .....	1
Can anyone run a body wrap business?.....	1
How easy is it to get started in Body Wrapping?.....	1
How do I start my own business? .....	1
Industry Experience and Training.....	1
Do I need to have any experience in the beauty industry? .....	1
Are there any courses available?.....	1
Keeping up with trends .....	2
Licensing requirements.....	2
Start up Expenses.....	2
How much does it cost to get started? .....	2
Professionalism.....	2
Customer Service.....	3
Setting up your body wrap work space.....	4
Space Needed.....	4
Booking the Appointments .....	4
Good Business Practices include: .....	5
Plan your time accordingly .....	5
Timeline of the Body Wrap .....	5
Pricing and Profits.....	6
• Home or Spa. ....	6
• Where you are.....	6
• Type of wrap you are performing.....	6
Sales and Marketing.....	7
Sales & Marketing Supplies & Services.....	7
Section II – Body Wrap Training.....	8
General Information about Body Wrapping .....	8
What is Body Wrapping?.....	8
How Does the Body Wrap Work? .....	8
Will it help get rid of Cellulite? .....	9
How Often Should I Wrap? .....	9
How Many Wraps Will I Need? .....	9
Body Wrap Benefits & Advantages.....	9
Benefits Women.....	10
Benefits Men.....	10
Benefits People... ..	10
Body Wrap Product Ingredients.....	10
Bentonite Clay .....	10
Aloe Vera.....	11

What is the difference between the various types of body wrap formulas? .....	12
Sea Clay / Clay Type Formulas .....	12
Sea Mud .....	12
Dry Mineral.....	12
Aloe Vera.....	13
Herbal.....	13
Dry Skin Brushing .....	14
Skin Brushing & Body Wrapping.....	14
How to Skin Brush.....	14
Correct Measuring and Recording.....	16
Proper Measurement Stance .....	16
Uniform Tape Tension.....	16
Using Ink Marks to Find Identical Points of Measurement.....	16
Measurement Chart.....	17
Measurements and Calculation Results .....	17
Working with Your Client .....	18
Rules to Keep the Inches Off.....	20
The Benefits of Water .....	22
Mixing Instructions and Use for Dry Mineral Formula.....	22
Preparation and Use for Sea Clay or Sea Mud .....	22
Wrapping Instructions.....	23
Important Information.....	24
Body Wrapping.....	24
Sauna Suit .....	24
Important Notes .....	25

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## *Welcome to the Body Wrapping Business*

Welcome to the world of body wrapping! This is an exciting industry that is rapidly growing across America and the world. You have taken the first step to a great career and business that has the ability to reap you many great rewards. As with all businesses your success will greatly depend on your choice of products, location of your business and your methods of advertising. The most important lesson we can offer in the manual is to remember: *You are in a customer service business, treat each and every customer as you would expect to be treated if spending your money for a luxury service.*

This guide will help you learn about starting a body wrap business, how much it cost, how much space you need, where to run your business, how difficult it is to learn, how much money you can make and general good business practices.

This training manual is constructed to provide basic business and wrapping knowledge. You must check with your local and state statues to determine what certificates and/or licenses you may have to acquire to establish a body wrapping business.

Body Wrap Career wishes you and your staff many years of rewarding business. If there is anything we can do to assist you with knowledge or products please don't hesitate to contract us.

Sincerely,

Body Wrap Career

# *Section I - Body Wrap Business*

## *Starting a Body Wrap Business*

### **Can anyone run a body wrap business?**

Yes! Get started from your home or add body wrapping to your salon, tanning/toning salon, health club, spa or health and beauty related business.

### **How easy is it to get started in Body Wrapping?**

Body wrapping is one of the easiest businesses to get started in. A lot of people start with this manual and a Body Wrap Start Up Kit, and start wrapping the next day!

### **How do I start my own business?**

Starting your own business is easier than most people think! If you are unsure how to register your business name or need assistance, there are many non-profit groups out there to help you. You can start by checking with your local Chamber of Commerce or local chapter of SCORE ([score.org](http://score.org)). There are also trade associations related to the beauty and cosmetics industry that you can join to start mingling with people in similar beauty related fields.

## *Industry Experience and Training*

### **Do I need to have any experience in the beauty industry?**

No experience is required! Anyone can do it.

### **Are there any courses available?**

There are numerous training courses and seminars all over. Start by going to [BodyWrapCareer.com](http://BodyWrapCareer.com) and find one close to you.

## Keeping up with trends

Body wrapping is a hot trend that is quickly becoming a popular personal service. Check out [BodyWrapTrends.com](http://BodyWrapTrends.com) to learn the latest news, share your stories, see what others are doing and more!

## *Licensing requirements*

Check with the cosmetology board in your state. Some states require different licensing to perform body wraps. In some states you may need to be licensed as an Aesthetician. [BodyWrapCareer.com](http://BodyWrapCareer.com) has a listing of phone numbers and the latest information we gathered from each state. Check with your state licensing board to be sure of accurate and updated information for your state.

## *Start up Expenses*

### How much does it cost to get started?

Body wrapping is without a doubt, one of the lowest costs startup businesses there is. This opportunity is so incredible; you can earn back your entire investment in 1 month or less working only 10-12 hours per week! Getting started from your home requires very little investment. For around \$500, you can order a Business Kit from [SlenderResults.com](http://SlenderResults.com) and get started right away!

## *Professionalism*

It is always a good idea to maintain a standard of professionalism. The way you present yourself is a reflection of your business, both inside and outside of the business. If a client sees you around town, you want to appear just as courteous, respectful and professional as you are in your place of business.

While professionalism is great, you want your client to feel warm and welcome at the same time. Help your client to relax by talking softly and showing sincere interest in them and their goals.

Maintain client confidentiality always. Don't talk about other clients when with one client. Don't gossip about people. That will only make your client feel that you will be talking about them to the next client. By maintaining client confidentiality, your clients will feel more comfortable talking to you about their individual problems and goals. When performing the wrap, talk only when necessary. Talk about the procedure and the steps you are performing. Encourage the client to ask

questions at any time during the procedure. Playing soft relaxing music will help your client to relax and not force conversation.

Make your clients feel good about themselves. Always listen carefully to your clients. Provide your clients with clear and realistic goals. Don't make promises about the outcome of the wrap. Always go over expectations with the client and let them know that inch loss will vary from person to person. Some people require more wraps to see the best results. Be open and honest with your clients.

### *Customer Service*

Body wrapping is a personal care service that puts you in direct physical contact with your clients. Your client is looking to improve him or herself. Your job is to make each and every client your top priority by putting a smile on their face. Treat each and every client like they are the most important person in the world to you. Make them feel good about themselves by offering a listening ear and showing support.

Here are a few additional customer service tips and how to make your client feel comfortable:

- Don't schedule appointments too close together as to make one client wait. This shows that you respect their time.
- Be ready and eager to work with each client.
- Greet each client warmly. Find something to compliment about them.
- Put the client at ease. Body wrapping is very personal and many people will feel uncomfortable standing there in their bathing suit. Do what you can to help your client relax and feel comfortable with you.
- When performing the wrap, always welcome questions from your client and check with them periodically to make sure they are comfortable.
- Make sure the client understands the procedure and the products used.
- Dress like a professional.
- Do not chew gum, eat, drink or smoke while in the presence of your client.
- If the client is not happy or if a mistake is made, offer the client something free or discounted in order to appease them.
- Memorize your client's names.
- Write down mental notes about the client after the client leaves to help you remember things about them....children, job, etc. for better conversation next time and to show them that you care about and remember them.
- Do not ask for a tip. Leave it up to the client if they think a tip is appropriate and if they give you a tip, don't check out the amount, simply thank them graciously.

## *Setting up your body wrap work space*

### **Space Needed**

A 6' x 8' space is all that is required. This is adequate space for measuring and wrapping a client. If renting a space in a salon, or if setting up several rooms in your salon or spa, the 6' x 8' space is all that is needed for the wrapping process. After the client is wrapped, you can lead the client to another area, to a sauna, toning table, treadmill, or comfortable chair for the 60 minutes in the wrap. It is best to set up the room with a mirror, an electrical outlet and no carpeting. If you are starting from your home, the bathroom is great if it is large enough. Or the kitchen is usually provides good working space. If you are wrapping in your kitchen, make sure you do not have sweets and goodies set out for the client to see. Remember, your client is trying to lose! Offering the client a cup of herbal tea (available at SlenderResults.com) will help them relax and also work in conjunction with the body wrap by cleaning out the toxins from the inside out!

If you want to set up a space in a salon, ask lots of questions:

- Does the space have an outlet? A sink? A mirror? Carpeting? Any furniture included?
- Is there a changing room?
- Do they have toning tables, saunas, treadmills, or a place for your client to lay or sit while in the wrap? You can set up a package with the salon or spa for the client to combine treatments. That is always a good idea because it makes you seem like part of the salon service.
- What are the hours of the salon? Can you offer your services at other times?
- How much decorating can you do to the space you are renting? You may want to add a mirror, relaxing pictures, body wrap pictures, etc.

## *Booking the Appointments*

When answering the phone and making appointments for the BODY WRAP, the wrap technician or the appointment setter should be friendly and take the time to explain the BODY WRAP and how it works. Tell your prospective client what specials you are offering and what they need to do to prepare for the wrap. You should know all about cellulite, the benefits of dry skin brushing, and the various types of body wraps.

## Good Business Practices include:

1. Always get the name and phone number of the person you are speaking with. Try to set up the appointment before hanging up by asking “What day is best for you to come in and get your first wrap?” “I have — time and — time available, which is better for you?”
2. Get an email address to send information and details about the wrap explaining what to wear and what to do before and after the wrap. Have a standard email file set up explaining the body wrap and procedures set up to save yourself time.
3. When setting the appointment, be sure suggest the proper clothing for the client to wear for the wrap. A two-piece bathing suit or bikini undergarments are appropriate for wrapping. Remind the client that the more skin that the wrap formula can cover, the better the results. However, wrapping nude is not recommended. Require clients to wear at least a thong. For men, ask them to wear a swimsuit or biking type shorts.
4. Let the client know the time required to complete the body wrap. It typically takes 1 and 1/2 to 2 hours.
5. The day before the appointment, call the client and confirm the appointment. You will have to start to get ready for the wrap procedure 30 minutes before the client arrives, so save yourself wasted time by preventing “no shows.”
6. Remind the client not to shower before the wrap. It is best not to shower within 4-6 hours of the wrap. And tell the client not to use any lotions after their last shower. Soaps and lotions clog the pores and the wrap will not be as effective. They can shower with the Aloe Body Wash prior to a wrap as the aloe will help to clean the pores and will not clog them.

## *Plan your time accordingly*

One technician can perform 6-9 wraps per day depending on the type of wrap and services included. To perform this many wraps, set up the clients on a rotating schedule 30 - 40 minutes apart. For first time clients, allow an extra 10-15 minutes at the beginning of the wrap for gathering client information.

## Timeline of the Body Wrap

- 10-15 minutes for first time clients before beginning the wrap to gather client information, briefly go over the process and allow the client to get ready for the wrap.
- 10 minutes for measuring the client.
- 10-15 minutes for body brushing the client.
- 15 to 30 minutes to wrap the client.

- The client will then stay in the wraps for 60 minutes. During this time, you can start on another client. You can rotate 2 or 3 clients in a 3 hours block.
- 15 minutes to unwrap and re-measure the client.
- 5-10 minutes selling the client a series of wraps or at home products such as the Aloe Body Wash and Anti-Cellulite Gel.

### *Pricing and Profits*

There are several variants to the prices you will charge for the body wrap. Set up your own price schedule based on your situation. Be competitive! Check out the prices of similar services in your area.

- **Home or Spa.**  
If you are performing the body wrap in your home, the prices will be lower than a salon or spa. If you are performing body wraps in a salon or spa, adjust your prices accordingly to include your costs.
- **Where you are.**  
In some places, Body Wraps are very popular, while in other places, they are relatively new. Check with some of the local salons in your area to see if they offer Body Wrapping.
- **Type of wrap you are performing.**  
Different types of wraps are going to cost different prices. For example, if you are using a single formula or two formulas such as clay and aloe. Also take into account extra services like body brushing before a wrap and using the anti-cellulite gel after the wrap.

Sample Pricing Sheet (adjust accordingly to your situation)

Full Body Wrap - Single Wrap Session	\$99.95
Full Body Wrap - 6 Wrap Package	\$540.95 (\$89.95 each)
Mini Wrap - Single Session	\$69.95

#### **Profit Projections for Body Wraps**

Wraps per day	Price Each	Daily Revenue	Wraps per Week	Weekly Revenue	Monthly Revenue	Yearly Revenue
2	\$85	\$ 170	12	\$ 1020	\$ 4080	\$ 48,960
4	\$85	\$ 340	24	\$ 2040	\$ 8160	\$ 97,920
6	\$85	\$ 510	36	\$ 3060	\$12,240	\$146,880
8	\$85	\$ 680	48	\$ 4080	\$16,320	\$195,840
10	\$85	\$ 850	60	\$ 5100	\$20,400	\$244,800
12	\$85	\$1020	72	\$ 6120	\$24,480	\$293,760
15	\$85	\$1275	90	\$ 7650	\$30,600	\$367,200
20	\$85	\$1700	120	\$ 10200	\$40,800	\$489,600
30	\$85	\$2550	180	\$ 15300	\$61,200	\$734,400

## *Sales and Marketing*

Word of mouth is the best marketing you could ever get. If you are passionate about your business and believe in the product, that will sell more body wraps than anything else!

Here are a few sales and marketing tips:

- Start talking about your business with passion!
- Show sincere interest in your potential clients and helping them meet their inch loss goals.
- Leave brochures at local salons that don't offer body wrapping, hair stylists, tanning salons, weight loss centers, fitness centers, are all good places to promote your body wrap business.
- Give discounts for referrals.
- Advertise in the local newspaper or neighborhood newsletter.
- Distribute flyers at a local store.
- Set up a booth at a local event.
- Set up a website to make your business look professional and provide answers and information for potential clients.
- Offer specials! For example "Tuesdays is 2 for 1 day, bring a friend!" or "Bring this coupon for a free bottle of anti-cellulite gel with the purchase of a 6 Wrap Package."

There are so many ways to promote your business and so many resources available to you. Don't limit yourself! Spread the word, be passionate, and the business will come!

### **Sales & Marketing Supplies & Services**

Body Wrap Brochures – perfect for promoting your business

[BodyWrapCareer.com/media/files.htm](http://BodyWrapCareer.com/media/files.htm)

Website Services – websites, online marketing

[BodyWrapCareer.com/getwebsite.htm](http://BodyWrapCareer.com/getwebsite.htm)

## *Section II - Body Wrap Training*

### *General Information about Body Wrapping*

Weight loss, reducing inches and reducing cellulite have always been a major problem for women. Body wrapping is an advanced treatment that works on shrinking the adipose tissue of fatty pockets, called cellulite, found directly below the surface of the skin.

The body wrap process involves wrapping the body with elastic and cotton strips of cloth similar to an ace bandage which have been soaked and. The wrap is applied tightly to areas needing treatment for cellulite and inch loss.

Body wrapping helps eliminate toxins and impurities, reduces cellulite, smoothes, tightens and softens skin, firms and tones, reduces stretch marks plus rejuvenates the whole body. An extra advantage is that your clients will lose inches!

Let's get started with the most common questions people have about the Body Wrap industry. You should be able to answer any questions that your clients and potential clients might have.

### **What is Body Wrapping?**

Body wrapping is an inch loss and cellulite treatment program. This advanced development works on shrinking the adipose tissue of fat called cellulite that is found directly below the surface of the skin. Body Wrapping eliminates toxins and impurities that have built up in the body plus helps to rid the body of cellulite. It detoxifies your body, tightens loose tissue, exfoliates, smoothes and softens your skin.

Lose 5-15 Inches in One Body Wrap! Schedule 3 or more wraps for better results within 7-10 days of each other. Reduce the appearance of cellulite and stretch marks.

### **How Does the Body Wrap Work?**

The concept of the Body Wrap is such that it improves those areas of your body that you want to work on the most. Wherever your tissue is the softest and flabbiest, the “wrap” will firm, tone and reduce more than the averages. Many people are “wrapped” for the detoxification benefits, as well as inch loss and reshaping.

### **Will it help get rid of Cellulite?**

Most see significant improvement in Cellulite after using this Body Wrapping Formula. Cellulite is fluid retention in the connective fibers of the upper layers of the skin, along with an enlargement of individual fat cells. With poor circulation, this toxin accumulation and fluid retention are a major factor causing cellulite to develop. The body wrap process detoxifies the layers of the skin, tightens the pores, and increases circulation which reduces the appearance of cellulite.

### **How Often Should I Wrap?**

You can experience a wrap every other day. We recommend that you be wrapped 2-3 times a week until you meet your goals. Then continue to wrap once or twice monthly to enjoy continued benefits.

### **How Many Wraps Will I Need?**

For best results, complete a series of 4-12 wraps initially. You will need a series of wraps to see long lasting results. Depending upon the amount of cellulite that has formed, your percentage of body fat etc. will determine the number of wraps needed to obtain your desired results.

### ***Body Wrap Benefits & Advantages***

Body Wrapping exfoliates and cleanses your skin, detoxifies your body, tightens loose tissue and guarantees you exceptional and lasting inch loss. It is excellent for reducing the appearance of cellulite and stretch marks.

- Noticeable Difference in One Wrap!
- Cleanses Body of Toxins & Impurities!
- Treats Unsightly Cellulite!
- Works for Both Men & Women!
- No Pills or Shots!
- Not a Water Loss!

- No Saran Wrap or Plastic!
- Tightens & Tones Your Body!
- Conditions & Softens Skin!
- Slimming & Contouring Effect!
- 100% Safe & Effective!
- Rejuvenates & Revitalizes!
- Fantastic for Psoriasis!
- Firms up Sagging Skin!
- Sea Weed (clay type) Formula
- Firm, Tone & Tighten
- Aloe Vera Herbal Formula

#### **Benefits Women...**

- with cellulite problems
- loose skin from weight changes
- stretch marks
- who want to lose inches fast for a special occasion

#### **Benefits Men...**

- With problem stomachs, waists or specific areas.

#### **Benefits People...**

- who want to loose inches from specific areas of their bodies
- who would like to lose toxins from their body
- who needs to tighten body tissue
- who want motivation when dieting

### ***Body Wrap Product Ingredients***

#### **Bentonite Clay**

Bentonite, also referred to as Montmorillonite, is one of the most effective and powerful healing clays used to treat both internal and external maladies. It has been recognized as such for centuries around the world and contains over 70 minerals.

Its highest power lies in the ability to absorb toxins, impurities, heavy metals and other contaminants. Once it becomes hydrated, the electrical and molecular components of the clay rapidly change and

produce an "electrical charge", attracting and soaking up poisons on its exterior wall and then slowly draw them into the interior center of the clay where it is held.

Used externally in body wraps, this magnificent drawing effect pulls out toxins through the pores of your skin.

Used in facial masks, the drawing effect deep cleanses the skin pores, removing dirt and impurities stored in the epidermis. Pimples and blemishes are absorbed into the clay, resulting in accelerated clearing and nourishment of the skin.

You can easily see and feel the difference as your skin becomes clean, softer, refreshed and more healthy and beautiful.

## **Aloe Vera**

Aloe Vera looks like a cactus, but it belongs to the lily family. Evergreen in color on the outside, Aloe Vera is a clear substance inside, not green. Around the world, the rich plant grows wild in tropical and subtropical regions. There are 360 species of the aloe, but only six are used for commercial purposes. It takes three or four years for each plant to mature before its leaves can be harvested. It takes experience to harvest the gel from the leaves because they are extremely delicate. Commercial processors either strip the skin by machine or by hand, a process called filleting. The fillets are ground and filtered to remove the fibers. To keep its potency, a stabilizer such as citric acid or a preservative is added to the gel.

The medicinal values of this Aloe have been known for centuries. Aloe Vera will aid in assimilation, circulation and elimination. It is also effective for: Cellulite, Blemishes, Inch Loss, Stretch Marks, Skin Conditioner, and Cuts & Burns.

Only the purest Aloe has been used in our unique Aloe Vera and Herbal wrap formulas. It has been cold processed to preserve all of the nutrients and vitamins found in the aloe plant. Our Aloe Vera concentrate contains 99% Aloe Vera.

## ***What is the difference between the various types of body wrap formulas?***

**All** of the Body Wrap Formulas offer the same fantastic benefits! The formula you choose will depend on specific inch loss goals and personal preference. Combining formulas can help you achieve maximum benefits!

### **Sea Clay / Clay Type Formulas**

The Sea Clay formula is a popular choice for salons and spas worldwide. The Sea Clay is composed of the finest quality bentonite clay for maximum contouring, detoxing and tightening the skin. Specialty Clays may include Chocolate, Essential Oils and Seaweeds for added benefits and salon exclusives. The clay is applied directly to the skin and then wrapped with bandage wraps. The wraps are soaked in hot water or a liquid body wrap formula for additional benefits.

### **Sea Mud**

The Sea Mud formula includes 3 types of seaweeds to help draw out toxins from the skin, assist in the fat burning process, and smooth out the skin. The mud is applied directly to the skin and then wrapped with bandage wraps. The wraps are soaked in hot water or a liquid body wrap formula for additional benefits.

### **Dry Mineral**

The Original European Dry Mineral Body Wrap formula, this formula has been the body wrap product of choice at exclusive salons worldwide! The dry mineral is mixed with water and heated. The wraps are soaked in the mineral solution and then applied to the skin. Dry Mineral wraps are similar to the clay type body wraps but much less messy.

## **Aloe Vera**

The Aloe Vera formula assists in the reduction of cellulite and stretch marks. Aloe conditions the skin while detoxifying and cleansing. The Aloe Vera Concentrate is mixed with water and heated. The wraps are soaked in the aloe solution and then applied to the skin. This solution can be used in addition to the clay or mud type body wrap for the ultimate benefits.

## **Herbal**

The Herbal formula provides an all-natural body wrap with a unique blend of herbs that are specifically chosen for their medicinal benefits. These herbs assist in cellulite and stretch mark reduction, work to improve skin tone and circulation, and remove toxins from the skin. The Herbal Formula is mixed with water and heated. The wraps are soaked in the aloe solution and then applied to the skin. This solution can be used in addition to the sea clay or sea mud for the ultimate in body wrapping.

## *Dry Skin Brushing*

Dry Skin Brushing opens up the pores of the skin, allowing the Body to breath, and thus enhances proper functioning of the organs. Skin Brushing increases circulation, which helps to draw out the stored waste and toxins, which often result in CELLULITE build-up. People tend to lose weight faster and more evenly over their entire Body when Skin Brushing is included in their weight loss program.

YOUR SKIN IS YOUR LARGEST ELIMINATIVE ORGAN!!!

The skin plays a vital role in ridding the Body of Toxins and Impurities that are potential sources of illness. It has been estimated that the skin eliminates over one pound of waste per day.

Dry Skin Brushing stimulates the sweat glands, opens up the pores, and increases blood circulation to the underlying organs and tissues in the Body. Daily skin brushing removes the top layer of dead skin cells with its build-up of dirt and acid, and deeply cleanses the pores.

Skin brushing is one of the most powerful ways to cleanse the lymphatic system. Waste material is carried away from the cells by the blood and lymph. Dry Skin Brushing works hand in hand with an internal cleansing program by stimulating the eliminative capacity of the skin.

## *Skin Brushing & Body Wrapping*

Dry skin brushing prior to the Body Wrap will remove all the dead skin cells from the surface of the skin, stimulate the sweat glands, and open up the pores. This enables the body wrap formula to penetrate more thoroughly and effectively.

**Most important, the brushing will stimulate your blood circulation which is the indirect cause of cellulite. You will see a greater inch loss.**

Skin Brushing tones and tightens the skin and drastically reduces Cellulite deposits. Tones and tightens skin while improving your overall general health.

### **How to Skin Brush**

Brushing should be done immediately before performing any body wrap treatment.

## **Tips Before you start**

1. Use a brush with all natural fibers, most preferably with a removable handle with strap for holding in the palm of your hand for better control in the cellulite prone areas.
2. Always brush on dry skin. Wet or moist skin will not have the same effect and could cause the skin to stretch.
3. Always brush toward the heart. Stroking away from the heart puts pressure on the lymph vessels and veins and can cause ruptured vessels and varicose veins.
4. Brush in a circular motion.
5. Brush vigorously in cellulite prone areas and more gently in sensitive areas.
6. Avoid sensitive areas with rashes, wounds, sores, infections, insect bites, poison oak or ivy, etc.
7. Brush each part of the body several times in circular motion completely brushing the whole body. Take extra time in the cellulite areas.
8. Clean your brush every week or so in water and allow to dry in an open area to prevent mildew.

## **Skin Brush Routine**

1. Start at the soles of the feet.
2. Continue up the ankles, calves, thighs, hips and buttocks - paying extra attention to cellulite areas.
3. Then brush the stomach, abdomen, and chest (being gentle around the tender areas).
4. Proceed to the back (handle will be needed for the hard to reach areas or ask a friend to do it!), then to back of neck.
5. Then brush each hand working up the arm to the shoulders.

## ***Correct Measuring and Recording***

This is important from the viewpoint that you are trying to capture the true “before” picture of your client. In order for these results to be true and correct, it is important that you limit any differences in the method that you use to measure your client. Changes in the stance of the client, the tension pull on the tape measurement and the actual location of the tape on the client’s body, can individually or together alter the measurement results. Therefore, it is important to keep the following points in mind.

### **Proper Measurement Stance**

Make sure the client does not alter their stance by leaning over and looking down. Have you client stand straight, legs together, with their hands behind the head, elbows out. As measurements are being taken in 1/8 increment, one small change in their stance can change the measurement significantly. Do not take measurements with fingers between the tape measure and the client’s skin. Keep your fingers on the outside of the tape to ensure true measurements. Should you encounter a larger after measurement than the initial measurement you have probably made a measuring mistake either in the after measurement, the initial measurement or the measuring from the wrong end of the tape.

### **Uniform Tape Tension**

Pulling the measuring tape tight on the same measurement point will produce a “smaller” measurement. To ensure that your measurements are true, develop your sense of tape tension. Proper tension on the measurement tape should be for the tape to lay on the skin so that it does not sag, yet not tight enough to cause the skin at the edge of the tape to buckle.

### **Using Ink Marks to Find Identical Points of Measurement**

Once the tape is on the client, make at least three marks along the top and bottom of the measuring tape. These marks should be placed on the skin to ensure that you can find the exact measurement spot in your final measurement process. Be sure to make them in several different areas along the tape measure to ensure that there is no confusion later.

## Measurement Chart

Use the Measurement Chart as a guide for where to measure and to record initial measurements and results after each wrap. The locations for measuring are only listed as a guide. It is important that you either mark the exact spot or remember exactly where you measured for each location in order to get an accurate before and after readings. If you are performing a series of wraps, recording each before and after will give you a better picture of the results over the course of the sessions. A series of wraps always provides better results.

## Measurements and Calculation Results

Measure in 1/8 increments to calculate the results of the wrap. Simply subtract the "after" result from the "before" measurement. Be careful, as same numbers are not as easy to subtract as they appear.

For example subtracting  $34 \frac{3}{8}$  from  $35 \frac{2}{8}$  is only  $\frac{7}{8}$  while it may appear at first glance to be  $1 \frac{1}{8}$ . To find the total inch loss results add the numerators (the top number of the fraction) 1/8: measurements and divide the total by 8.

Example:  $\frac{1}{8} + \frac{3}{8} + \frac{6}{8} + \frac{5}{8} = 1 + \frac{3}{8} + \frac{6}{8} + \frac{5}{8} = 15 \frac{15}{8}$

15 divided by 8 = 1.875 in.

Should you want to convert the decimal of 0.875 inches back to 1/8 in. simply multiply by 8.

$0.875 \times 8 = 7$  or  $\frac{7}{8}$  of an inch

Therefore 1.875 inches can be converted to  $1 \frac{7}{8}$  inches if you desire.

During the measuring process you are attempting to capture the "after wrap" picture of the client. You must repeat the measurement procedure identically as you did with the before wrap picture.

As you measure mentally compare the after measurements to the initial measurements as you write them down. Should you encounter a larger measurement than the first measurement you have made a mistake in one of the measurements.

Once you learn the wrap process efficiently you should be able to measure and wrap up a body within 15 minutes.

## *Working with Your Client*

- Have your clients read the Client Information and measurement chart and answer all the medical questions and sign the consent.
- Remove wraps from your warming oven, wearing your insulated gloves, (it is very important that the wraps are very hot when applied to the body this helps to open the pores of the skin) keep wraps in the warming oven or store wraps in a bucket and keep covered with a towel to keep them as hot as possible, while measuring and recording the measurements on the chart. It usually takes 15 wraps for an average body and up to 20-24 wraps for larger bodies.
- Measure your client, and record on the measurement chart. If you have sold your client a series of wraps, measure exactly the same so make sure that on her last wrap that she is scheduled with the original wrap tech that she started with. If the client insists on being measured every time, go ahead and measure her.
- Dry skin brush client all over her entire body. If she does not want you to do this procedure don't insist. But she will receive better benefits if it is completed. Give her a dry skin brush brochure to read while wrapping her. Remember dry skin brushing removes all **the dead skin cells** from the surface of the skin, **stimulates the sweat glands, opens the pores**, but most important **it brushes up the blood circulation** and poor blood circulation is the indirect cause of cellulite. If the client feels uncomfortable with nudity give her a brush and tell her to dry skin brush thoroughly all over her entire body. Tell her to brush the area **from the knee to the upper thigh very well for this is the area most prone to cellulite buildup**. Hand her a bottle of Cellulite Gel. Tell her to apply it all over her complete body even under her panties and bra. This will help to treat those areas that you cannot reach with the wrap.
- Apply the "Cellulite Gel" all over the entire body. (Cellulite Gel is Optional). This is the cellulite treatment product included in your kit. If giving an herbal or aloe wrap, apply the gel before wrapping. If performing a Sea Clay or Sea Mud body wrap, apply the gel after un-wrapping the client. After wrapping the legs, hips, and stomach, put the bottom half of the Sauna Suit on your client, also the booties. Keep her warm while you are finishing the wrap.
- Keep a shower cap on hand to cover your client's hair with, if she wants to have her neck and chin wrapped go ahead and wrap that area. Starting at the top of the head and wrap and bring to down under the chin and back around.

- If using a Sauna put her into the sauna for 45 minutes. You can also use a treadmill or a cardio glide, or a bicycle.
- It is important to have a full length mirror in each body wrap room to ***enable the body wrap technician to be sure that she is measuring the client in the correct areas.***
- The client will stay in the wraps for 60 minutes if just using heat lamps or exercise equipment. If using sauna type equipment she would stay 45 minutes. Escort your client back to the Body Wrap room. Unwrap and re-measure, note inches lost on her measurement chart, exclaim over inches lost and encourage her to continue with the wraps.
- Sell your client a series of wraps; ***she can experience a wrap every other day*** as long as there is a day off in between wraps. Explain to her that if she has a lot of Cellulite and excess inches to lose, it will probably take at least 12 wraps to see results. Talk about purchasing a Home Care Treatment Kit or at the very least a Body Brush & “Cellulite Gel.” If she signs up for a 12 wrap treatment package give her a brush and a gel free for home care treatment. Schedule her next appointment!”
- Give her some referral cards to pass out to friends.
- Encourage her to bring friends to be wrapped and to exercise with.
- Explain that the Body Wrap is a cleansing and detoxifying program, and that it works best when drinking at least 8-10 glasses of water a day following the wrap treatment.
- Make sure she has a “Rules to Follow to Keep Inches Off” list.
- Sell her a Body Brush and an 8 oz. “Cellulite Gel” to continue her treatments at home. Or offer as an incentive and give away free with every body wrap package sold.

**Print out the next page to give to your clients for Rules to Keep the Inches Off and The Benefits of Water.**

## ***Rules to Keep the Inches Off!***

- Do not eat anything after 6:30 pm.
- Do not shower for at least 6 to 8 hours after the wrap.
- Do not drink alcoholic beverages; limit your salt, sugar & caffeine intake. Avoid carbonated beverages and starches.
- Do not use soaps, lotions or creams prior to the wrap or for 4-6 hours after the wrap. The body wrap solution is still working.
- Try and drink 8-10 glasses of water a day to flush the toxins and impurities out of your system.
- Cut down on animal fats, (Red Meat and Dairy). Fiber and complex carbohydrates are ideal substitutes because they are easily digested and assimilated by the body.

**Continue with the wrap treatment program and some form of exercise program.**

**Before and after the wrap.** Do not shower for at least 6 to 8 hours after the wrap. Do not use soaps, lotions or creams prior to the wrap or for 4-6 hours after the wrap. The body wrap solution is still working. Anti-cellulite gel is the only product that should be used on the skin before or after a body wrap treatment to enhance results. If showering within a few hours prior to wrapping, use only water or Aloe Body Wash to cleanse the skin of toxins and prevent buildup of soaps that may clog the pores.

**Drink lots of water!** Drink at least 8-10 glasses a day. Water helps to flush the toxins and impurities out of your system. It is vital for losing weight and keeping the inches off.

Most people mistakenly think that drinking too much water makes them bloated or retain water, but actually, the opposite is true. If you do not drink enough water, your body reacts and holds on to and stores more water for survival. Some of that water is stored outside the body's cells causing swelling in places like your hands, feet and legs. The **best way to get rid of water retention and bloating is to give the body what it needs, Plenty of Water!**

Benefits of water

- aids in suppressing the appetite naturally and metabolizes stored fat.

- studies have shown that increasing water can actually reduce fat deposits.
- The kidneys will not function properly without enough water.
- Dehydration can cause other organs, such as the liver, not to function properly. If the liver isn't functioning properly, then the liver can't metabolize as much fat, leaving the fat to be stored in the body.
- water helps to maintain proper muscle tone by giving muscles their natural ability to contract.
- water flushes waste from the body and eliminates constipation
- drinking lots of water helps the body to store less of it!

**Stick with some type of exercise program.** Exercising 3 times per week minimum helps to keep your circulation flowing and helps to flush out toxins faster.

**Maintain a good diet.** Do not drink alcoholic beverages; limit your salt, sugar & caffeine intake. Avoid carbonated beverages and starches. Cut down on animal fats, (Red Meat and Dairy). Fiber and complex carbohydrates are ideal substitutes because they are easily digested and assimilated by the body. It is best not to eat within 2 hours before bed.

Continue to take care of your body and your skin at home by body brushing everyday before showering and using the anti-cellulite gel to help tone and smooth skin between wrap treatments.

**Continue with the wrap treatment program.** A series of 8-10 wraps is recommended for the best results and longer lasting results.

### ***Mixing Instructions and Use for Aloe Vera Formula***

1. Place wraps in warming oven.
2. Using a separate container, mix one cup of Aloe formula with 2 gallons of water. Pour into warming oven. Add enough wraps for the type of treatment you are performing. 15 wraps is typical for most full body treatments on an average size person. Use more when wrapping a larger person, and less for a smaller person.
3. Set the thermostat on your warming oven to 150 degrees. Once the oven warms up to 150, and has come to the boiling point for at least 5 minutes, turn the thermostat down, between 120 and off. This will keep the wraps at a perfect temperature for beginning the wrap. It is very important that your wraps have been in the oven for at least one hour prior to wrapping and important to heat your wraps up to the boiling point and boil for five minutes to kill any germs.
4. When giving your client an Aloe Vera or herbal body wrap, massage the Cellulite Gel prior to wrapping into the cellulite areas.

### ***Mixing Instructions and Use for Dry Mineral Formula***

1. Mix 1-2 cups of dry mineral with a gallon of water.
2. Stir well then pour into warming oven or heating unit and heat mixture up to the boiling point.
3. Add wraps then heat up together for at least one hour.
4. Add essential oil if desired. This formula has a very drying effect so it is best to follow up with Cellulite Gel or Toning Spray.

### ***Preparation and Use for Sea Clay or Sea Mud***

Wearing the wrap gloves provided, apply a thin layer of the Clay or Mud Formula directly to the skin. A thin layer will do. No need to keep applying it. As long as the surface of the skin is covered this will be enough.

Finish up with an application of Cellulite Gel. This will help to remove any additional residue. This will also soften and tone the skin.

Important Note: The clay will become thicker over time. Just mix distilled water into the portion that you are going to use. Thin out to desired consistency.

### ***Wrapping Instructions***

After applying the Clay formula (if using), wrap up your client with wraps that have been soaked in the Aloe Vera formula or just plain water heated to 150 degrees. After wrapping put on the vinyl sauna suit to hold the heat in and to keep the client warm and the shoe covers to help catch the water. After the hour is up, unwrap client, removing any residue from the body with the used wraps or use a hot towel.

**Bandage wraps:** soak the bandages in heated water, Aloe Vera Solution, or Dry Mineral mixture. The water should be heated to the hottest temperature you can stand. 6 bandage wraps should cover both legs, stomach/mid-section, or upper body/arms area. 12 wraps should cover the full body. Always begin wrapping at the ankles or furthest from the heart wrapping upward or toward the heart. Wrap firmly.

Leave tightly wrapped and put on sweat pants/shirt, sauna suit or cover up with a thermal or warming blanket for 60-90 minutes. With the bandage wraps you can also perform light exercise while in the wraps.

**Spot Treatments:** To wrap the neck/chin area, pull back hair or use a shower cap. Apply a thin layer of the formula to the skin. Start at the top of the head, wrap and bring to down under the chin and back around.

**Unwrapping:** After taking off the wraps, simply wipe off extra residue. For best results, do not rinse or shower for at least 6 hours to allow the benefits of the formula to continue to work. If using Cellulite Gel or Toning Mist, apply after removing the wraps and wiping off any residue.

### **After the Wrap**

Measure again after removing the wraps to see inch loss achieved. Most people see greater results after a series of wraps.

# *Important Information*

## *Body Wrapping*

Body wrapping is not a weight loss process, it is important for the client to know this. By weighing before and after each wrap, the client will see only minimal weight loss, verifying that the wrap is not a water loss process. Also, by taking the weight before each wrap, a record is kept to be sure that the client is at least maintaining their weight. Do not wrap anyone that is menstruating, constipated, or nursing a baby.

## *Sauna Suit*

If you have purchased a sauna suit, please heed this warning: an independent company manufactures this suit. Our company will not assume responsibility due to the misuse of this product. Do not use this suit if you are taking diuretics, or if you have a dehydration condition. Do not use if you have kidney, hypertension, heart or circulatory problems. Do not use in a Sauna. Do not use if you are pregnant. This suit will help skin conditions such as psoriasis.

Follow these instructions when using the suit:

1. For warm-up activities, the complete suit may be worn.
2. For moderate exercise, wear either the top or the bottom. Do not wear complete suit.
3. For strenuous exercise, do not wear this suit. Wearing this suit can cause dehydration. DRINK PLENTY OF LIQUIDS. If at any time during use you feel overly hot, dizzy, nauseous or any other discomfort- STOP- move to a cool area. TAKE SUIT OFF!
4. After use, wash suit in lukewarm water, hang to dry, or spray with a disinfectant and wipe down.

**IMPORTANT:** Instruct your client never to wear both pieces of the vinyl sauna suit in a sauna, steam room or hot tub. This could cause a heat stroke or other dangerous health conditions including heart rate beyond normal exercise levels. Make sure your client drinks lots of water! And if your client starts to feel overheated or extreme discomfort, remove the suit immediately.

## *Important Notes*

1. Proper Holding  
The wrap is held with rolled portion of the wrap away from the body. This is to give you better control of the wrap.
2. Wrap Towards the Heart  
Start your wrap at the left ankle and always wrap from the outside of the body towards the front of your client. This will ensure that blood circulation is not slowed down. Always wrap towards the heart.
3. Overlapping Wraps  
Make sure the lower edge of the wrap crosses the middle of the previous wrap; this helps to eliminate bulges and avoids unnecessary lines when the wrap is removed.
4. Twist & Tuck Method  
To secure each wrap firmly. Twist the end of the wrap starting about 2 inches before reaching the end of the wrap. Twist and tuck into the previous wrap. When coming around with the wrap make sure that you cover the previous opening.
5. Pressure Points  
When wrapping the four pressure points use extreme caution!
  - a. Back of the knee joints
  - b. Inside top of the legs (groin)
  - c. Lower Back
  - d. Inside of elbows
6. Tips on Knee and Elbow  
Start your wrap process in the middle of the previous wrap. Never start a wrap on the edge of a previous wrap.
7. Criss Crossing  
When applying the wraps in all areas, (except the legs) employ the criss cross method (X). You will always be working on the area that is facing you.
8. Wrap Tension  
There are basically three wrap tensions.
  1. Flesh setting wraps should be applied with light tension (not loose) just as a light pull as you are applying.
  2. A firm wrap is used after your flesh setting, use medium to high tension, this compacts skin tissue to ensure a firm surface.

Pressure wraps are additional wraps to ensure results and eliminate bulges. Do not use this except for the top of the legs and the mid body.