



Massage Makes Me Happy Initiative Briefing Paper 2017

What is the aim of your initiative?

The Massage Makes Me Happy Initiative aims to celebrate the healing powers of massage therapy and promote its benefits through research and education, advocacy and global awareness.

What or who are the current “news makers” or trends in the initiative’s industry/sector?

Massage therapy has seen tremendous growth in the past decade. More consumers worldwide are seeking out touch therapies to help manage pain and stress, which results in being able to live happier lives. Because of increased consumer demand, new businesses continue to be created including franchise models, on-demand services and airport models. In addition, new modalities of massage are being created such as hybrid bodywork, salt stone treatments and massage with stretching.

Name some (high level) challenges facing your industry/sector?

The biggest challenge facing the massage therapy industry is the lack of qualified massage therapists currently working in and soon to be entering the marketplace. The growing consumer interest in massage therapy and bodywork has resulted in the creation of job opportunities that didn’t exist a decade ago; however, there is a deficit in massage therapists to fill the thousands of open positions that exist today. In addition, some therapists entering the marketplace lack the skills and knowledge that consumers and employers are seeking.

Where do you see the opportunities for industry/sector?

With the tremendous growth of the massage therapy industry, there is still a lack of understanding of the facilitation mechanisms, therapeutic benefits, and deeper im-pacts that receiving massage and bodywork can have on human beings from infan-cy to the golden years. Therapeutic touch therapies can change a person, a family, a community and even a country. Spreading global awareness of the positive im-pacts of massage therapy are being done by educating and sharing the benefits, collecting data and research, and creating systems and structure geared towards investors, entrepreneurs, and business professionals to help them better under-stand the product and the industry.

Are there any “heroes” (either companies or individuals) who stand out in your industry/sector?

Benny Vaughn is a 40-year massage therapist veteran, who has brought massage to thousands of athletes by leading sports massage teams internationally and during several Olympics.

Dr. Tiffany Field is the founder of the Touch Research Institute.

Tina Allen is the founder of the Liddle Kidz Foundation, bringing infant and pediatric massage therapy to healing professionals worldwide.

Leon Chaitow, ND, DO is the founding editor-in-chief of *Journal of Bodywork & Movement Therapies*.

Dr. Oz has been a vocal supporter of massage research and benefits of massage therapy on national television.

And we give hero status to the millions of massage therapists globally, who make a difference every day through their healing hands and compassionate hearts.

Is there noteworthy investment happening in your industry/sector?

As massage therapy has become more mainstream, there have been investments by private equity groups and high caliber management teams on the procurement of massage businesses and massage education institutes along with new creative and visionary operations opening worldwide.

Name any key accomplishments (milestones) made by your initiative?

The Massage Makes Me Happy Initiative has just started its journey. Our first key accomplishment will be to create the first Global Massage Makes Me Happy Day, which will take place on March 20, 2018 – coinciding with the International Day of Happiness. Massage Makes Me Happy Day will celebrate the healing powers of massage therapy and promote its benefits worldwide.

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