

# news notes

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## EQUINE MASSAGE EXAM LAUNCHES

The Equine Massage and Acupressure National Certification Exam, the first of its kind, has been launched and is hosted online by Hocking College. Hocking has offered equine science classes for more than 20 years and grants an associate's degree in equine healthcare and complementary therapy. The certification exam was developed by several massage and acupressure specialists, including Elaine Caldena and Barbara Maciejewski of the Boulder College of Massage, and Theresa Gagnon of the Bancroft School of Massage Therapy. For more information, visit [www.hocking.cc.oh.us](http://www.hocking.cc.oh.us).



## EARTHLITE EXPANDS PLANT-A-TREE PARTNERSHIP

Spa and massage table manufacturer EarthLite has announced an expansion in its Plant-a-Tree initiative to reduce the company's global carbon footprint. EarthLite will partner with American Forests' Global ReLeaf, an education and community action program that helps businesses and organizations improve both the local and global environment through tree care. Approximately one acre of trees will offset the CO<sub>2</sub> emissions of one vehicle per year. In addition to Global ReLeaf, EarthLite already works with Sustainable Harvest International to promote environmental and economic sustainability and Trees for the Future, which has planted nearly 50 million trees since 1989. For information, visit [www.earthlite.com](http://www.earthlite.com).

MassageSpace provides a MySpace-like format dedicated to massage and bodywork practitioners.



## MASSAGE PRACTITIONERS GET THEIR SPACE

Social networking sites such as MySpace have become incredibly popular for their value as entertainment and communication vehicles. Now a new take, MassageSpace, provides a MySpace-like format dedicated to massage and bodywork practitioners. MassageSpace.net includes areas for individual practitioners to create their own websites and also lets them network in specialty groups based on professional interests and geographic region. There are image galleries, articles, message boards, and chat rooms dedicated to letting massage therapists and bodyworkers communicate in the quickest way possible. Visit [www.massagespace.net](http://www.massagespace.net) for more information on creating your own account.

## VERIA ACQUIRES MASSAGE ENVY

Massage Envy Ltd., the largest employer of massage therapists and provider of therapeutic massage services in the United States, has been acquired by Veria. Veria, the primary consumer brand of Natural Wellness, Inc., is a natural health and wellness company that also produces the HD television network Veria TV and runs a variety of local wellness centers. The acquisition gives Veria control over Massage Envy's 420 clinics which employ more than 8,000 massage therapists across 36 states. There are currently 350 Massage Envy franchises in development across the country. David Humphrey, President of Veria, will be the new CEO of Massage Envy.



## NEW AHPA COMMITTEE TO FOCUS ON ESSENTIAL OILS

The American Herbal Products Association (AHPA) has established a new committee to assure the responsible use and promotion of essential oils and body care products containing botanical ingredients. The Botanical Personal Care Products Committee will examine the commercial use and extraction of essential oils and botanicals in products ranging from personal care to cleaning supplies. Other specialized committees include the Chinese Herbal Products Committee, the Ayurvedic Products Committee, and the Botanical Raw Materials Committee. All AHPA members are encouraged to join and bring their special knowledge of essential oils to the benefit of the community. Information on all AHPA committees and activities is available at [www.ahpa.org](http://www.ahpa.org).

## MASSAGE THERAPY FOUNDATION LAUNCHES E-JOURNAL

A new scientific e-journal directed to therapeutic massage and bodywork practitioners and allied health professionals is launching and calling for papers. The *International Journal of Therapeutic Massage & Bodywork: Research, Education, and Practice (IJTMB)* is a peer-reviewed scientific e-journal dedicated to publishing evidence-based and practice-oriented research. *IJTMB* is an official publication of the Massage Therapy Foundation and will debut in August, with an additional issue in November, then continue quarterly in 2009. The e-journal will have three principle sections covering research, education, and practice. *IJTMB* will be available for free at <http://journals.sfu.ca/ijtmb>.



## NCBTMB FORMS GOVERNMENT RELATIONS COMMITTEE

The National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) is forming a new government relations committee designed to increase communication between the NCBTMB, state licensing agencies, and major industry organizations. The committee will work to establish a network of volunteers at the regional and state level who can monitor legislative agendas and keep tabs on state licensing board activities across the United States. Therapists interested in serving on the committee or being involved with its activities can e-mail [volunteer@ncbtmb.org](mailto:volunteer@ncbtmb.org) for more information.

## ACUPUNCTURE IMPROVES IVF ODDS

*British Medical Journal* suggests a series of acupuncture treatments can improve pregnancy chances for in vitro fertilization (IVF). The review, conducted at the University of Maryland and sponsored by the NCCAM, showed acupuncture, when performed at the right time, could improve a woman's chance of conceiving. The review examined seven different studies of more than 1,366 women in the United States and abroad. Some women received no acupuncture; some received a traditional acupuncture treatment; and others received sham acupuncture. A pool of the studies revealed acupuncture increased the odds of conception by up to 65 percent. IVF leads to pregnancy about 35 percent of the time. For details, visit [www.bmj.com](http://www.bmj.com).

## IN-CAM OUTCOME DATABASE AVAILABLE

A searchable database of outcome measures for complementary and alternative medicine (CAM) is now available online. The IN-CAM Outcomes Database is a collaborative effort between the McGill University Health Centre Research Institute, the University of Calgary, and Centennial College in Canada. IN-CAM will give CAM researchers a new way to improve methodology and exchange findings more quickly in an interactive forum; allow searchers to better determine kinds of benefits patients hope to achieve from CAM; and examine contextualizing factors, like religion and culture, that play pivotal roles in attitudes toward CAM therapies. IN-CAM is funded by the Lotte & John Hecht Memorial Foundation and the Canadian Interdisciplinary Network for Complementary and Alternative Medicine. The database is searchable at [www.outcomesdatabase.org](http://www.outcomesdatabase.org).