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November
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New Logo!

Here it is, the new look of Heeling Sole!
My new website is being built, T-shirts are being designed... It's all coming in 2012!



A little footsie on words:

The word "Ashi" as you might know means Foot.

"Atsu" means Pressure.

The word "Anma" is derived from "Anma", oldest Chinese word to describe Bodywork, and literally translates to Push-Pull.

So in Ashi-Anma, it will be a compressive, rolling feeling, where you will stay

Exciting changes for 2012

I know it's been a while since I've sent you all a message, things have been busy! I've been teaching often, as well as taking courses and attending massage conventions for myself lately, hoping to make the bodywork I give you as effective as possible. Lots to be thankful for and lots to look forward to in 2012!



Our entire office group is moving into a beautiful new space off of San Pedro Avenue, not too far from the North Star Mall. We don't know an exact opening date, but we are planning on early 2012. I'll be sure to send you more details as the dust starts to settle. I plan on building quieter bars (no more creaky noises!) and will be upgrading a lot of things in my little room for the new space. Stay tuned for my December newsletter, where I'll have a contest for you to win the very first appointment spot in my new room - ON ME! Exciting!

Ashi-Anma in 2012

Besides location, the one major change that will happen to Heeling Sole is that I will be slightly tweaking my service menu. Ashiatsu and Ashi-Thai services and prices will remain the same, but to continue to offer you the best barefoot bodywork that I can, I will be evolving my "Fijian" massage into what you will soon know as "Ashi-Anma." This will happen in January - it will stay unchanged until then.

For those of you who have experienced a Fijian session from me in the

clothed during the session. Great for beginners to barefoot massage, or smaller framed, non-deep tissue lovers.

In Ashi-Thai, since it is an adaptation of Thai massage, you will be stretched passively... although I have figured out some creative draping so that I can mix this into an Ashiatsu session, it's actually best to receive Ashi-Thai in your work-out clothes. Great for athletes and yogi's.

In Ashiatsu - that's the only massage where I will require you to undress and be draped by the sheet. It's the deepest, most luxurious version of my work, and also the most effective for chronic pain.

Want to feel the difference between Fijian/Ashi-Anma, Ashi-Thai and Ashiatsu? Schedule a Sole Sampler session: Only \$40 for 30 minutes!



past, traditionally it is meant to be performed on a mat on the floor. Over time I have gradually moved all of my massages off the floor and up onto the table for your comfort, but also for safety so that I could hold onto the bars for balance. I've noticed that I can't help myself when I'm holding onto those bars, and it's very hard to keep my favorite aspects of Ashiatsu separate from Fijian. A blend is already happening, so it's time to beef it up, combine them and make it official.

Later this month I will be attending a workshop from a barefoot massage guru in California. The added understanding of another technique applied during a clothed barefoot massage session will raise this lowest massage service on the totem pole up a step higher. Keep your shirt on, your Fijian Massage will get better soon. Starting at the new office, Fijian Massage will be listed as Ashi-Anma on my menu. It will be priced the same as my Ashiatsu and Ashi-Thai services at \$80 an hour.

I know it's a price bump, but if you purchase any Fijian Massage gift certificates or Fijian massage packages before we move into the new space, I'll honor the \$60 Fijian price for Ashi-Anma sessions until you use them up. Do you catch my drift there? I'm giving you a loophole! Packages and Gift Certificates for Fijian sessions are available in the office, as well as online through the link below.

Stock up now on the \$60 Fijian massage gift certificates, and redeem them later when they become Ashi-Anma's. You'll be saving at least \$20 a session!

