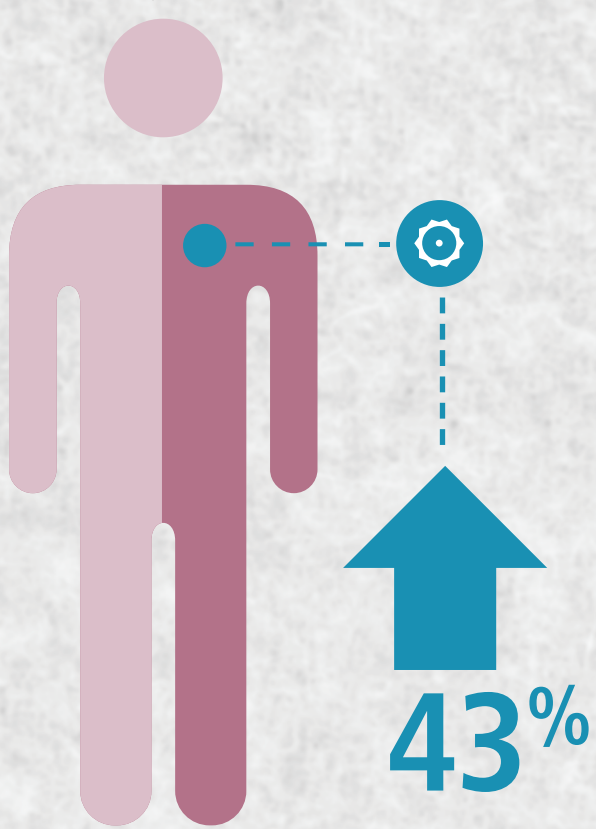


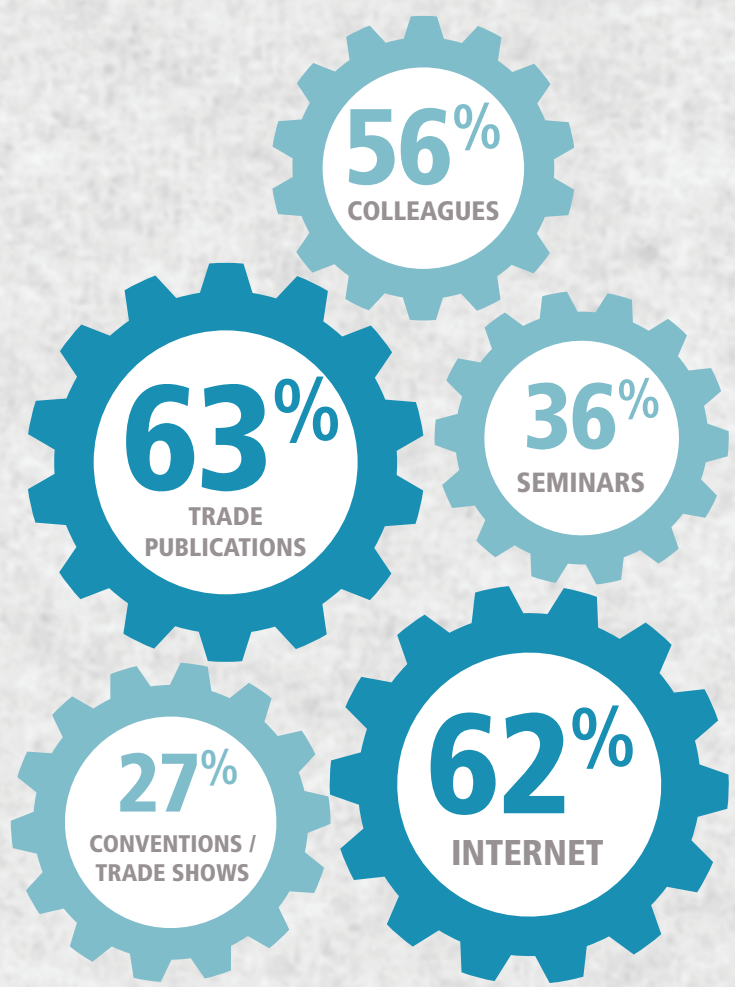
2014 MASSAGE THERAPY PRACTICE SURVEY PRODUCTS AND SERVICES EDITION

43% of massage therapists expect to increase the products and services they offer to their patients.



INFORMATION

{ Where do massage therapists find information about new products and services? }



PRODUCTS

{ What products are massage therapists selling to their clients? }

	Topical Analgesics	Rehab	Aroma Therapy	Pillows	Homeopathic Remedies	Nutritional Supplements
Currently Selling	29%	8%	21%	9%	6%	9%
Thinking About Selling	13%	12%	12%	9%	8%	7%
Would Like to Sell Someday	14%	18%	15%	14%	16%	12%

	Herbs	TENS Devices	Anti-Aging	Esthetic	Weight Loss
Currently Selling	5%	2%	6%	9%	3%
Thinking About Selling	7%	7%	5%	4%	4%
Would Like to Sell Someday	14%	11%	7%	9%	6%



SERVICES

{ What services are massage therapists using in their practice? }

	E-Newsletter	Cupping	Craniosacral Therapy	Rehab	Topical Analgesics	TENS Devices
Currently Using	23%	19%	42%	26%	58%	6%
Thinking About Using	22%	13%	12%	10%	8%	8%
Would Like to Use Someday	23%	16%	19%	16%	6%	13%

	Aroma Therapy	Esthetic	Anti-Aging	Weight Loss	Acupuncture
Currently Using	59%	7%	9%	6%	4%
Thinking About Using	6%	6%	5%	5%	4%
Would Like to Use Someday	7%	11%	10%	6%	19%