

V.I.E.W. Video, Inc.
34 East 23 Street
New York, NY 10010



THE MASSAGE THERAPY VIDEO LIBRARY CATALOG



Call Toll-Free **800-843-9843**
24 hours, 7 days a week
or fax to **212-979-0266**

This 12-volume series documents the latest developments in Sports Massage and is an invaluable tool for review, reference, and continuing education. In addition to learning new techniques and keeping up to date with the industry, these programs cover important marketing tips that will help you market and promote these newly acquired skills and expand your business.

The first truly professionally produced videos for the massage industry, these broadcast quality multi-camera productions are enhanced with slow-motion, freeze-frame, close-ups, original music, electronic graphics and angled views of the hands-on demonstrations. They are also conveniently broken into appropriate chapters with review sections, so you can select your own areas of interest for repeated viewing.

Filmed at the International Sports Massage Conference, these programs are hosted by a virtual Who's Who of professionals on the leading edge of Sports Massage, including Benny Vaughn, Rich Phaigh, Carol Kresge, Richard Royster, Dr. Louis Leonardi, Patrice Morency, Linda Jaros and others.

Only \$39.95 each, you save \$80 when ordering the complete 12-volume set for only \$399. You will also receive notices of new volumes automatically.

**ONE OF STEPPING STONES TO YOUR PROFESSIONAL SUCCESS—
IF YOU ARE SERIOUS ABOUT YOUR PROFESSION, YOU CAN'T BE WITHOUT
THE MESSAGE THERAPY VIDEO LIBRARY.**

About VIEW Video

V.I.E.W. Video is a leading producer, publisher and distributor of exclusive programs geared to the special interest areas of:

**ART • JAZZ • OPERA • MASSAGE
MODERN LIFESTYLES • CHILDREN'S INTERACTIVE**

Some of V.I.E.W.'s programs include:
Picasso—The Man and His Work
The Bolshoi and Kirov Ballets
Mozart's Magic Flute
Billie Holiday
Herbie Hancock
Exercise Can Beat Arthritis

V.I.E.W. Video brings this experience and expertise in production, packaging and distribution to the massage professional with the Massage Therapy Video Library.

VIEW Inc., 34 East 23rd Street, New York, NY 10010-4483
Telephone: 212-674-5550 Fax: 212-979-0266 www.view.com ©2004 VIEW Inc.

Volume 1 FASCIA & MYO-FASCIAL TECHNIQUES

with Richard M. Royster, M.A., L.M.T., C.A.
of The Upledger Institute

An overview of CranioSacral and Myo-fascial techniques and concepts which enhance athletic performance. Cranio Sacral Therapy is a refined manipulative technique for the diagnosis and treatment of chronic illness, pain and dysfunction. This practical hands-on video workshop will introduce basic palpatory skills that will be used to identify and localize significant restrictions and imbalances in the CranioSacral System.

Chapter Table of Contents

- 1 Introduction to Fascia
- 2 Physiological Effects of Fascial Release
- 3 Respiratory Diaphragm
- 4 Thoracic Inlet – Emotional Stress
- 5 Visualization & Theory Behind the Technique
Recognizing a Fascial Release
- 6 The Pelvis
- 7 Pelvic Hand Position
- 8 Respiratory Diaphragm Hand Position
- 9 Thoracic Inlet Hand Position
- 10 Cranial Base Hand Position
- 11 Summary of Techniques
- 12 Working the Dural Tube
- 13 Hands-on Practice & Questions and Answers
Headaches

Length: 85 minutes



Volume 2 PHYSIO-SPHERE THERAPY: A New Modality

with Richard M. Royster, M.A., L.M.T., C.A.
of The Upledger Institute

P.S.T. developed by Richard M. Royster, utilizes 65cm and 85cm inflated balls in a series of exercises; and an innovative hands-on approach that enables therapists to deal more effectively with certain areas.

Chapter Table of Contents

- 1 Introducing P.S.T.
- 2 Moving Exercises
- 3 Posterior Positions
- 4 Anterior Positions
- 5 Breath Awareness Exercises
- 6 Exercises To Do By Yourself
- 7 P.S.T. For Cyclists
- 8 Tips for Different Sports

Length: 36 minutes



Volume 3 ATHLETIC MASSAGE: A SIDELYING APPROACH

with Linda Jaros, L.M.T. Director, MyoTech

This in-depth video workshop demonstrates various massage techniques and shows how to access the upper body using sidelying variations. This tape also includes tips for interfacing with the athlete.

Chapter Table of Contents

- Interview
- 1 Pillow Placement
- 2 Techniques
- 3 Step-by-step Hands-on Demonstrations
- 4 Shoulder Mobilization and Getting Access

Length: 63 minutes

Volume 4 A CYCLIST'S SPORTS MASSAGE

with Marc Delaruelle, Head Soigneur
Belgian National Cycling Team

Marc brings his more than 25 years of hands-on experience with world-class cyclists and demonstrates his pre and post event massage techniques, as well as giving us an inside look at the role of a "soigneur" on the cycling team. Cary Bland, his volunteer, is a Massage Therapist and competitive cyclist. His narration gives us a unique perspective from both the massage practitioner and the athlete.

Length: 75 Minutes

Volume 5 ATHLETIC MASSAGE: AN OVERVIEW

with Rich Phaigh, L.M.T.

Rich Phaigh, author of "Athletic Massage" and former massage therapist for the Nike team describes and illustrates his personal approach in presenting a workshop on fascia release to facilitate muscle lengthening.

Chapter Table of Contents

- Interview
- 1 Athletes Common Problems
- 2 Trigger Point Work
- 3 Scar Tissue
- 4 Scar Tissue Physiology
- 5 Approaches to Injury
- 6 Eccentric Exercises
- 7 Local Muscle Spasm
- 8 Adhesions
- 9 Tennis & Golfers' Elbow
- 10 The Achilles Tendon
- 11 The Use of Ice

Length: 109 minutes

Volume 6 AN INTRO TO SOMA BODYWORK

with George Kousaleos, Board of Massage,
Dept. of Professional Regulation, State of Florida

Soma Neuromuscular Integration structurally realigns the entire body and reconditions the nervous system. This tape covers the basics of Soma, its benefits and its relation to athletics.

Chapter Table of Contents

- 1 From Roling to Soma
- 2 Structural Types
- 3 Standing Structural Awareness Exercises
- 4 The 10 Sessions of Soma
- 5 The 3-Brain Theory
- 6 Themes of The Body
- 7 Body Reading

Length: 49 minutes

Volume 7 ESTABLISHING SPORTS MASSAGE IN THE COLLEGE ENVIRONMENT

with Benny Vaughn, A.T.C., L.M.T.
Southeastern Sports Massage

Benny Vaughn, a recognized pioneer and innovator in Sports Massage, reviews the state of this technique on the collegiate level, including the development of specific Sports Massage Departments. He shares his insights on the opportunities this area affords in working with young athletes who will achieve world class status, or simply become weekend warrior sports enthusiasts.

Chapter Table of Contents

- Interview
- 1 Sports Massage in the Collegiate Setting
- 2 The College Sports Massage System
- 3 The U. of Florida Sports Massage Setting
- 4 How to Get Into Sports Massage
- 5 Questions and Answers
- 6 Sports Massage: A Bright Future

Length: 112 minutes



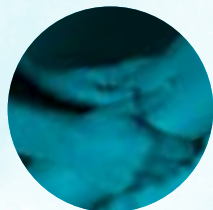
Volume 8 AN INTRO TO ACUPRESSURE AND SPORTS MASSAGE

with Carol Kresge, L.M.T.
Consultant, AMTA Nat'l Sports Massage Team

A dynamic presentation that reviews basic Acupressure and how it relates to the athlete and Sports Massage. Carol also gives valuable tips on developing your practice, and suggests practical tips on sensitive areas in dealing with clients.

Chapter Table of Contents

- | | | |
|-----------|--|--------|
| 1 | Introduction | |
| 2 | Four Areas of Sports Massage | |
| 3 | The Local Grass Roots Massage Therapist | |
| 4 | Chinese Medicine | |
| 5 | Acupressure of the Ear | |
| 6 | 1: Large Intestine 4 | (LI4) |
| | 2: Liver 3 | (L3) |
| | 3: Heart 7 | (H7) |
| | 4: Spleen 9 | (S9) |
| | 5: Kidney 1 | (K1) |
| 7 | 1: Gall Bladder 34 | (GB34) |
| | 2: Stomach 36 | (S36) |
| | 3: Pericardium 6 | (P6) |
| 8 | The Back of The Body | |
| | 1: Bladder 57 | (B57) |
| | 2: Bladder 40 | (B40) |
| | 3: Gall Bladder 31 | (GB31) |
| | 4: Governing Vessel 14 | (G14) |
| | 5: Governing Vessel 4 | (G4) |
| | 6: Chinese Concepts | |
| 9 | Shoulder Points | |
| | 1: Large Intestine 15 | (L15) |
| | 2: Triple Burner 14 | (T14) |
| 10 | Biomechanics Point-Flare Running Problems | |
| 11 | Gua-Sha (Scraping) | |
| | Uses for tightness/congestion of neck/shoulder/spine | |
| 12 | Invaluable Tips for the Sports Massage Therapist | |



Length: 104 minutes

Volume 9 SPORTS MARKETING: A Team Concept

with Dr. Louis Leonardi, D.C.
Dr. Sandra Boon, D.C.
Metropolitan Chiropractic

This role-playing session includes a Doctor, a Physical Therapist, a coach, an athlete, a NOC official and a Massage Therapist. It highlights each member's position and how they interface with each other on the athletic team.

Length: 59 Minutes

Volume 10 SPORTS CHIROPRACTIC

with Dr. Sandra Boon, D.C.
Dr. Louis Leonardi, D.C.
Metropolitan Chiropractic

This chiropractic approach to soft tissue manipulations also reviews biomechanics, injury assessment and overtraining indicators. It also contains many informative charts, graphs and illustrations.

Length: 76 minutes

Volume 11 WOMEN IN SPORTS MASSAGE—ISSUES WE FACE

with Carol Kresge, L.M.T.
Linda Jaros, L.M.T.
Patrice Morency, A.T., L.M.T.

These three very successful Sports Massage Therapists share some of the solutions to the problems and controversial issues they have encountered, both in relation to clients and to their male counterparts in the industry.

Length: 55 minutes

Volume 12 BASIC PNF Proprioceptive Neuromuscular Facilitation

with Patrice Morency, A.T., L.M.T.
Innerweave

Patrice Morency, a Certified Athletic Trainer, presents an introductory workshop on PNF stretching and its relation to athletics and Sports Massage. PNF is an exercise system designed to reeducate the neuromuscular response, thereby creating a reduction in muscle spasm, an increase in ROM and flexibility, as well as developing strength, endurance and coordination. Her hands-on demonstrations review the principles of PNF as well as “tense-relax” and other specific techniques. An excellent primer to help massage practitioners understand the uses of PNF in working with a qualified professional.

Chapter Table of Contents

- | | |
|----------|----------------------------|
| 1 | PNF Background Information |
| 2 | Spiral/Diagonal Patterns |
| 3 | The Muscle Spindle |
| 4 | The Golgi Tendon Organ |
| 5 | The Techniques of PNF |
| 6 | Hands-on Demonstrations |
| 7 | Step-by-step Review |

Length: 66 minutes

MASSAGE YOUR MATE

1½ hours of professional massage instruction that will teach you basic Swedish massage and Shiatsu acupressure techniques in 5 step-by-step, easy-to-follow chapters.

- 1) Preparations and techniques for the back
- 2) The back of the legs
- 3) The front of the legs and feet
- 4) The arms and hands
- 5) The abdomen, chest, neck, face and scalp

Rebecca Klinger, a NY State LMT clearly explains and demonstrates correct positioning and hand strokes, as well as giving many useful tips in dealing with the client.

Numerous close-ups and slow motion replays help you retain these new skills. This program has received many rave reviews in professional publications as well as national consumer media.



"Video instruction finally comes to massage. Now, at last, there's a stunning new tape that you can actually learn from."
 -The Stroking Times

"Massage Your Mate...a comprehensive how-to for all ages."
 -American Health Magazine

- BONUS FEATURES**
- Dolby Digital Stereo Audio
 - Digitally Mastered Audio & Video
 - Multi-directional Interactive Menus
 - English Narration
 - Over 55 Scene Selections
 - Instant Access to All Techniques
 - Slow-motion Review Sections
 - One Hour of Bonus Music for Massage

Available on DVD and VHS



"The presentation is clear, the pacing perfect, the production values excellent, and the massage style...is effective. Close-ups, recapitulations, and slow-motion segments contributing to Massage Your Mate's value as a teaching tool."
 -Yoga Journal

HEALTHY MASSAGE

Approx. 30 minutes each

A three part series of professional Swedish massage and Shiatsu acupressure instruction taken from "Massage Your Mate." Each tape focuses on a different part of the body. The complete version of "Massage Your Mate" contains extra chapters on the arms, hands and abdomen.

Reprinted from *The Massage Journal* of The American Massage Therapy Association:

There are four major uses of the VCR: 1) Teaching a new or novel concept to other massage professionals; 2) As a back-up device for public lecture, demonstration or workshop; 3) As an in-house promotional device for increasing business at a trade show or health club; and 4) As an income producing product.

These programs are the only videos on the market that can be used effectively for all four purposes.



INSTRUCTIONAL VIDEO OF THE YEAR

★★★★★

-Video Choice Magazine



INFANT MASSAGE: The Power of Touch

Researchers have recently learned that touch plays a crucial role in the development of healthy, self-confident children. Through infant massage, mothers and fathers can improve their baby's sleeping and eating habits, ease tension and colic, and enhance

communication between caregiver and baby—instilling a lasting sense of both closeness and security. Lead by a licensed neuromuscular therapist, this remarkable program teaches the steps and strokes of infant massage in a safe manner, as well as offers important tips and plenty of information to help the caregiver respond to a baby's individual needs. Includes 40 minutes of Bonus Music for massage.



Available on DVD and VHS

DVD SPECIAL FEATURES

- Over 40 minutes Bonus Music for Massage
- Massage Benefits Section
- Over 25 Scene selections
- Dolby Digital Stereo Audio
- Digitally Mastered Audio & Video
- Multi-directional Interactive Menus
- Instant Access All Chapters

“...a gentle, compassionate and loving presentation... what every baby should be greeted with...”
 —Body, Mind & Spirit Magazine

Order Form

| QTY | VOL | TITLE | PRICE |
|---|-----|--------------------------------------|-----------|
| SPORTS MASSAGE SERIES | | | |
| _____ | | 12-Volume Complete Library | 399.00 |
| _____ | 1 | Fascia & Myo-Fascial Techniques | 39.95 |
| _____ | 2 | PST (Physio-Sphere Therapy) | 39.95 |
| _____ | 3 | Athletic Massage: Sidelying Approach | 39.95 |
| _____ | 4 | A Cyclist's Sports Massage | 39.95 |
| _____ | 5 | Athletic Massage: An Overview | 39.95 |
| _____ | 6 | An Intro to SOMA Bodywork | 39.95 |
| _____ | 7 | Sports Massage in a College Setting | 39.95 |
| _____ | 8 | Acupressure & Sports Massage | 39.95 |
| _____ | 9 | Sports Marketing | 39.95 |
| _____ | 10 | Sports Chiropractic | 39.95 |
| _____ | 11 | Women in Sports Massage | 39.95 |
| _____ | 12 | Basic PNF | 39.95 |
| SWEDISH MASSAGE & SHIATSU SERIES | | | |
| _____ | | Healthy Massage: Part 1 | 14.98 |
| _____ | | Healthy Massage: Part 2 | 14.98 |
| _____ | | Healthy Massage: Part 3 | 14.98 |
| _____ | | Massage Your Mate | VHS 29.98 |
| _____ | | Massage Your Mate | DVD 29.98 |
| _____ | | Infant Massage | VHS 19.98 |
| _____ | | Infant Massage | DVD 24.98 |

DVD Coming in 2005...
Sports Massage Therapy on DVD

total cost of above _____

NYS residents add 8.625% sales tax _____

subtotal _____

shipping & handling: \$3.95 for first item; \$1 each additional _____

TOTAL ORDER _____

BILL TO

NAME _____ COMPANY / OCCUPATION _____

ADDRESS (NOTE: UPS REQUIRES A STREET ADDRESS) _____

CITY _____ STATE _____ ZIP _____
 ()

PHONE _____ EMAIL _____

SHIP TO (if different)

NAME _____

ADDRESS (NOTE: UPS REQUIRES A STREET ADDRESS) _____

CITY _____ STATE _____ ZIP _____

METHOD OF PAYMENT CHECK MONEY ORDER VISA MASTER CARD AMEX

ACCOUNT NUMBER _____ EXP. DATE _____

CARDHOLDER'S NAME (PLEASE PRINT) _____ CARDHOLDER'S SIGNATURE _____