

Why Ki Massage has become A National Success Story...

Ki Massage Therapy is unique in being the only form of holistic therapy which has been entirely originated and developed in Ireland. In the seven years since it was introduced in 1986, it has continuously grown in popularity. It has become Ireland's leading Holistic Therapy with numerous practitioners both full- and part-time. As a career, Ki Massage Therapy is both lucrative and fulfilling, offering the utmost satisfaction of working directly for the benefit of people, putting them in touch with themselves.



Ki Massage graduates come from all walks of life - homemakers, doctors, nurses, teachers, business people, young people. In the seven years since it was introduced in 1986, it has continuously grown in popularity. It has become Ireland's leading Holistic Therapy with numerous practitioners both full- and part-time. As a career, Ki Massage Therapy is both lucrative and fulfilling, offering the utmost satisfaction of working directly for the benefit of people, putting them in touch with themselves.

Message is also a ticket to travel, with graduates working in Saudi Arabia, Australia, Germany, the U.S.A. and Britain. As well as being a therapy in its own right, Ki Massage is also the gateway to being an all-round holistic practitioner. As Ki Massage Therapists work so closely with the person's mental state, many go on to add Psychotherapy to their therapeutic range, and so are enabled to treat people on both physical and mental levels. Others go for a slightly different approach and train as Yoga teachers - yoga classes dealing with lots of holistically inclined people being the perfect complement to the one-to-one nature of the Ki

Massage practice. With the introduction last year of the Clinical Massage and Aromatherapy Diplomas the range of career options available to the Ki Massage therapist is expanded further. Ki Massage was originated by Tony Quinn, Ireland's leading teacher of holistic therapies, philosophy and lifestyle, as a unique practical application of the principles of Yoga combined with the traditional practice of Massage. Ki Massage Therapy has resulted in substantial job creation in Ireland with more than 200 therapists in practice, and all this at no expense to the public, yet the potential has hardly been tapped.



People from every walk of life, young and old alike, enjoy the benefits of Ki Massage from I.H.C.A. practising members across Ireland. The benefits are proven to be very positive. Professionalism is always a keynote in Ki Massage practice.

WHAT IS KI MASSAGE THERAPY?

Ki Massage Therapy is based on the philosophy of Holistic Medicine which points out that each person has an underlying self which is the energy source in the body and this is uncovered by letting go of stress and tension. This underlying energy is called Ki. Once the stress is removed the Ki is experienced as a flow of energy throughout the body. The art of the Ki Massage Therapist is to contact this energy and flow it through the hands in the course of a really good massage. For the client, it is a marvellous resource because once you are used to the therapy i.e. have reached a basic level of relaxation with the help of the therapist, the results in terms of wellbeing, effortless concentration and easy, happy self-expression can come remarkably quickly, even instantly in fact.

seriously in the business of living - and who isn't? effective relaxation and rejuvenation is not a luxury but a necessity. Ki Massage Therapy can justly claim to be the easiest, most concentrated and effortless method available.

UNCOVERING YOUR NATURAL HAPPINESS - EFFORTLESSLY

Ki Massage Therapy deals with stress by taking away the physical and mental tension and worry leaving instead the natural sense of happiness and wellbeing which in holistic medicine is pointed out as coming from your real self - the type of feeling that many of us wish that we could draw upon at will but business contacts, husbands, wives and children, and ourselves, at ease. This then is the secret of Ki Massage Therapy's success - it conveys the benefits of relaxation, meditation and the Ki, the inner energy, and it is all so effortless for the client who is taken 100% in hand. "We do all the work - you get all the benefits"

REJUVENATION TREATMENT - A NECESSITY

Wouldn't it be great to have something - in science fiction it might be a kind of rejuvenating chamber - that by stepping into it for a half hour or so, would rapidly strip away the stress and pressure and leave you feeling - almost despite yourself - light, free, with a bounce in your step, untroubled and happy to a point where you can cheer other people up just by being with them? This is not just wishful thinking. Thousands of people in Ireland have found that Ki Massage Therapy is just such a resource. For anybody who is

PREVENTIVE MEDICINE AND STRESS

Ireland (and the world) is not the easy-going place it once was: the fireside chat, the storytelling, the game of cards, midday dinner, the settled routine, the table set for meals, the old certainties are all largely gone. Instead we are faced, for better or worse, with more rush, more machines, cars, public transport for longer journeys to and from work, telephones, computers for this, computers for that. Jobs are much more precarious, there is more competition, more pressure for performance.

When you encounter stress, tension builds up in your muscles, and anxiety and pressure in the mind. All too often you can find yourself speaking and acting from this anxiety. This can happen so easily in a meeting, in a sales presentation, with a customer or at home with the family.

Yoga And Ki Massage as a Part-Time Career

A second career that gives job satisfaction, personal development and a second income would for many be a dream. For Dónal Ó hÓbáin it has become a reality like hundreds of others who have completed diploma courses with the I.H.C.A.

Dónal Ó hÓbáin MIHCA qualified as a Yoga instructor in 1987, and was awarded the Diplomas in Ki Massage Therapy and Psychotherapy in 1988/9. "The Tony Quinn Blueprint for Living paper was always coming through my door and when I read it, I decided to go along to the Healing Therapy in Eccles St. I had a good life - I enjoyed my career as a teacher, I was happily married with two lovely children, yet I had always felt that there was more to life than what I had experienced so far. After about 6 weeks at the therapy I began to feel so well in myself that I realised that I had found what I was always looking for. When my therapist, Imelda Farrell, told me about the IHCA Diplomas, I just knew that it would be the perfect thing for me to take on one of these courses. I was always very involved with sports, training and health in general and the idea of taking up a new career in this field interested me greatly.

First I studied Yoga and when I qualified in 1989 I immediately set up in practice. I find that Ki Massage is great because I am relating to people on a one to one basis and it is wonderful to be able to focus on just one individual at a time. I run my practice on one evening a week and on Saturday mornings and afternoons. I find that people are availing of therapies such as Ki Massage in increasing numbers as they become more aware of the choices they now have in taking care of themselves. My wife Bernadette is qualified in Holistic Nutrition (I.A.H.M.). So the holistic lifestyle is now very much part of the family. I have benefited myself from my studies in Holistic Medicine. I have a new second career which is very rewarding. My whole approach to life has changed. I feel very alive in myself and I enjoy living. My life is very full and I have a great sense of purpose, thanks to Tony and his philosophy of life. **Dónal Ó hÓbáin**



Dónal Ó hÓbáin runs his practice from his home. You can contact Dónal or his wife Bernadette by telephoning 01-840-5540.

DIRECTORY OF PRACTITIONERS To find your local Ki Massage Therapist

September 1989 sees the publication of the second edition of the In-Practice Register of the Irish Health Culture Association and the Irish Association of Holistic Medicine. This contains details of more than 200 therapists and instructors in practice throughout Ireland, all of whom are full members and insured practitioners. Note that this is not a list of graduates, nor even of members, but contains only the names of those who are actually practising. The publication of this register is further evidence of the strong growth in holistic medicine as an industry in recent years. A copy of the register may be obtained (£1.00 including p&p) from the Association office at 66 Eccles St., Dublin 7.